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JANUARY 1960

DISTRIBUTION PREDICTIONS FOR 1960

ALSO READ ROUNDUP OF MOBILE CONVEYING EQUIPMENT - PAGE 32



MOTO-TRUC

UP

from a NARROW
Space Saving Aisle



• Here's a truck that will cut wasted aisle space. It's MOTO-TRUC's Hi-Lift outrigger model — a small rider model designed for ceiling high stacking from aisles as narrow as six feet wide, depending on load length. It does the job without sacrificing capacity, safety or speed.

Exclusive "Magic Circle" steering provides four wheel support for stacking stability at full elevation. There are no stabilizing casters to whip or wobble and no complex steering linkages to restrict maneuvering.

Other important features include rugged all welded frame construction, foolproof operator

controls . . . plus the famous MOTO-TRUC drive unit that is efficient, dependable and easy to maintain.

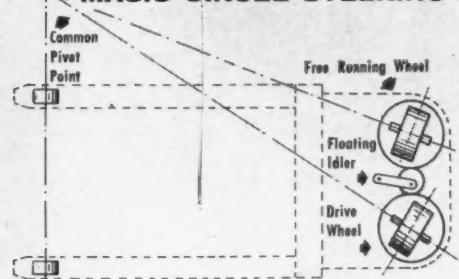
Most important of all, this MOTO-TRUC is the lowest cost rider type high stacking truck you can buy. It not only costs less to buy but operating and maintenance costs are lower too.

Write for complete information on the MOTO-TRUC Hi-Lift outrigger in capacities to 4,000 pounds.

The MOTO-TRUC Co.

1956 E. 59th ST. • CLEVELAND 3, OHIO

MAGIC CIRCLE STEERING — another MOTO-TRUC design exclusive.



All MOTO-TRUC high stacking rider models use Magic Circle steering for solid four wheel support that assures stacking stability and maximum maneuverability.

Here's How It Works:

The two rear wheels — one driving, the other free-running — are provided with ring gears connected by a floating idler. The idler is positioned off-center so that the point of contact between idler and ring gear is always increasing on one wheel while decreasing on the other. This action provides perfect steering geometry through a full 90° turn either to right or left.

The MOTO-TRUC Company
CLEVELAND 3, OHIO



**puts every other
cargo schedule
in the shade!**

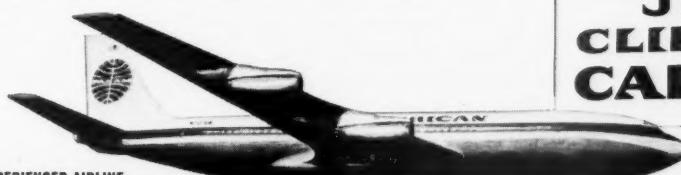
New Pan Am Jets cut world-wide delivery time 40%!

Pan Am opens up with the most complete Jet cargo schedules of any line today. With more new Jets, Pan Am brings almost every major city in the world within 12 hours of the U.S.A.

For instance:

Caracas from New York now 4½ hrs.
Amsterdam from New York . . . now 8½ hrs.
Honolulu from San Francisco . . . now 5 hrs.
London from Los Angeles now 11½ hrs.

Pan Am Jet Clipper* Cargo gives you these exclusives, too: **MORE SPACE** (10,000 pounds capacity with every new Jet plane!) • **MORE JETS** • **MORE FLIGHTS** • **MORE SHIPPING**



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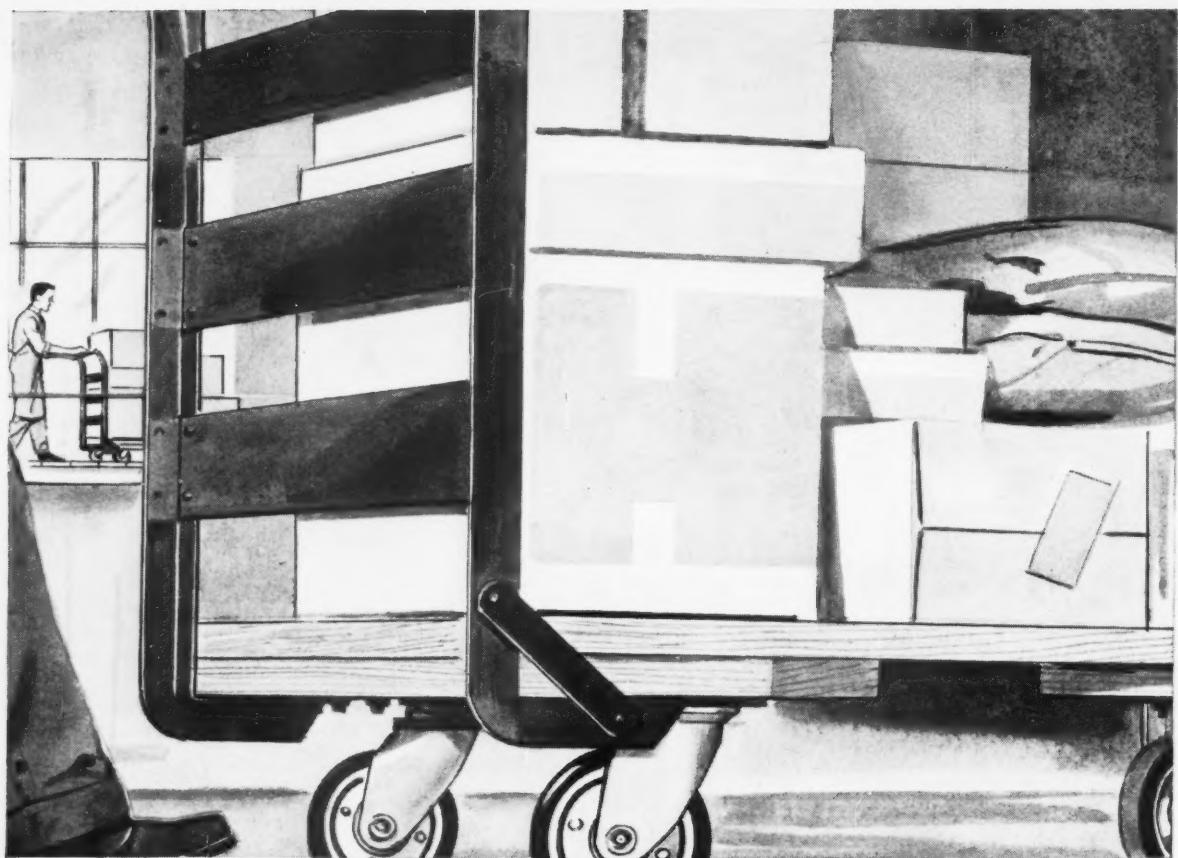
POINTS FROM THE U.S. • MORE SERVICE (From electronically checked reservations to doorstep pickup and delivery, your goods are in the hands of the most careful and experienced men in the business.) No wonder Pan Am carries nearly twice as much international air cargo as any other carrier!

Take advantage of Pan Am's faster, better service now. Call your cargo agent, freight forwarder or Pan Am direct. Get your shipment *aboard today—abroad tomorrow!*

SHRINKING THE WORLD TO EXPAND YOUR MARKETS

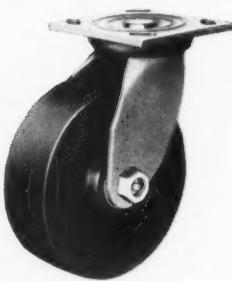


*Trade Mark, Reg. U.S. Pat. Off.



from the ground UP  builds it better...

Colson starts with the first essential . . . mobility, and begins building quality there with Colson Casters. Seventy-five years of experience go into putting together the *total* unit. Literally from the ground up Colson builds it better, supplying the complete product. From casters to completion, each part of this Colson Platform Truck is made with the careful precision that has made Colson famous for long-lasting quality. Quality costs less. Buy once, buy the best . . . Colson.



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CHICAGO, ILLINOIS

Circle No. 2 on Card, Facing Page 51, for more information

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JANUARY 1960

DISTRIBUTION AGE

Vol. 59, No. 1

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3



AIR FREIGHT EXCLUSIVE

Central GHQ for cargo insures extra care for your shipment on United Air Lines

United Air Lines' unique Denver operating base includes centralized cargo control. This permits minute-to-minute scheduling of space on the more than 900 United flights daily. There's always a "right flight" for your cargo. When you call United, you're *promised* space (Reserved Air Freight) to any of 82 cities—and on as little as three hours' notice!

AND MORE "EXTRAS"

2000-community service. United serves more major markets than the combination of cities offered by any other line.

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tells how United Air Lines saves shippers money, provides better service. How about you? Just write to Cargo Sales Division, United Air Lines, 36 South Wabash Ave., Chicago 3, Illinois.



YOU PAY NO MORE FOR EXTRA CARE WHEN YOU SHIP UNITED AIR LINES

CHUTING THE NEWS

NARW to Hold Separate Meeting In 1961; Joint Meeting in '60

The National Association of Refrigerated Warehouses will hold its 1961 annual meeting in San Francisco, it was announced recently by President W. C. Baker.

This announcement means that the 1960 Convention of the American Warehousesmen's Association may be the last time that the NARW and the Merchandise Division meet at the same time. This year's joint meeting will be held April 25-28 at the Americana Hotel, Bal Harbour, Fla.

Baker said the decision to hold a separate convention was prompted by a majority vote of the NARW membership in a special referendum. The vote was in support of meeting separately one year on a trial basis.

The "test" convention will be held March 27-30, 1961, at the Mark Hopkins Hotel. Immediately following this convention, another referendum will be held on the question of continuing separate conventions.

Baker emphasized that the NARW will continue as a division of the AWA and will continue to maintain close liaison with the Merchandise Division.

—DA—

Pallet Makers to Meet

A round table discussion on pallet leasing and renting will be a feature of the 13th Semi-Annual Meeting of the National Wooden Pallet Manufacturers Association, to be held Feb. 7-9 in Hollywood, Fla. The possibility of setting up a product inspection system at the mill also will be discussed.

Fell Elected President of Material Handling Institute, Inc., During 16th Annual Meeting

C. L. Fell, vice president-marketing of The American Monorail Corp., was elected president of The Material Handling Institute, Inc., at the group's 16th Annual Meeting.

R. F. Moody, who is sales manager of the Domestic Industrial Truck Division, Hyster Co., was elected first vice president. The second vice

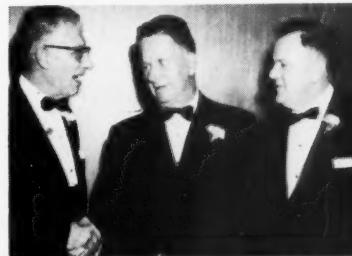
president is B. E. Phillips, division manager of the Clark Equipment Co. Industrial Truck Division.

W. A. Fischer, Jr., speaking on Marketing, outlined the regional show program. He pointed out that in the area of each show certain industries are centered. Displays can be built around the products of these industries.

George Greenberger reported that there now are 92 member companies in the organization.

—DA—

Traffic Club Dinner



More than 900 members and their guests attended the recent Installation Dinner held by the Traffic Club of Newark, N. J. Shown here (left to right) are Sidney Michaels, district sales manager for Pyramid Motor Lines, new chairman of the Board; William Kortenhaus, president of Bilkays Express, chairman of the dinner; and Fred Hurley, general manager of Jersey Coast Freight Lines, Club president. The dinner also marked the Club's 50th Anniversary

A practical course surveying federal and state laws and regulations affecting trucking will be offered by the University of Chicago Downtown Center and the Center Motor Freight Association of Illinois beginning Feb. 1, 1960.

—DA—

Universal Container Tests

The army soon will begin testing prototypes of a recommended, universal size metal shipping container. This container has been advanced as a standard unit for military and commercial shipping. It is considered to be interchangeable between rail, truck, air, and water transport.

(Please Turn Page)

Chuting the News . . .

(Continued from Preceding Page)

Better Documentation, Containerization, And Emergency Use Discussed by Port Leaders

Emergency Port Utilization, Simplification of Steamship Line Documentation, and What's Ahead for Containers were three of the topics discussed at the 48th Annual Convention of the American Association of Port Authorities.

Dudley W. Frost, president, pointed out that these topics are of the utmost importance in maritime circles today. They are considered vital to the future of the industry.

Ben Nutter, chief engineer, Port of Oakland, Calif., presided over the port utilization panel. Spokesmen included Howard Marsden, U. S. Department of Commerce; D. W. Mandell, New York Port Authority, and R. T. Spangler, Port Everglades, Fla.

H. R. Benson, of American President Lines, headed the documentation discussion. J. L. Eyre, of Arthur D. Little, Inc., was one of the speakers on containers. He said that one of the chief targets in this cost reduction program is the entire set of charges incurred at ports including demurrage, terminal rent, storage, wharfage, dockage, and cargo handling.

National Roadeo Winners



Winners in three of the five classes in the American Trucking Assns. National Truck Roadeo are shown here with ATA President J. Robert Cooper. They are left to right: Howard J. Pudliner, Motor Cargo, Inc., three-axle tractor semi-trailer class winner; Leo W. Ford, Pilot Freight Carriers, Inc., straight class winner; and Floyd F. Brown, Motor Cargo, Inc., five-axle tractor semi-trailer class winner.

ATA to Improve Relations

The first four sections of a looseleaf manual on community relations for the trucking industry is being released by the American Trucking Associations, Inc. The manual is designed to aid trucking firms interested in increasing their business through a community relations program.

—DA—

'Mechanize to Modernize' Is Clark Essay Contest Theme

"Mechanize to Modernize" is the theme of the 1960 Clark Essay Contest.

Sponsored by the Industrial Truck Division of Clark Equipment Co. and conducted by the American Materials Handling Society, the contest has a first prize of \$2000. Nine other prizes totaling \$3000 also will be awarded.

The contest is open to anyone except Clark employees and dealers. All papers must be postmarked before midnight April 1.

In their papers, contestants should discuss one or more unsolved materials handling problems within an industry or government facility, contest officials report. The paper also should propose at least one solution to the problem. Future or existing problems may be considered.

Complete details are available from AMHS local chapters or by writing to the Industrial Truck Division, Clark Equipment Co., Battle Creek, Mich.



SPHE Elects Lippman President; Mount Becomes Board Chairman

Charles L. Lippman is the new National President of the Society of Packaging and Handling Engineers.

He represents the Columbia-Geneva Steel Division of United States Steel Corp., San Francisco.

John Mount, of The Life Insurance Co. of North America, retiring president, is the new chairman of the board.

New executive vice president is A. M. Lownsbury, of Edgar's Warehouse, Inc., Detroit. Vice presidents are J. D. Farrington, Jr., of Jiffy Manufacturing Co., Hillside, N. J.; H. A. Kilmer, North American Aviation Corp., Downey, Calif.; and K. V. Moulton, General Electric Co., Zanesville, Ohio.

Mrs. Elaine R. Pitts, of Sperry and Hutchinson Co., Chicago, was re-elected secretary. L. S. Beale, of the Wirebound Manufacturers Association, Chicago, was re-elected treasurer.

—DA—

Piggy-Back Co-op Formed

Industrial TOFC Associates has begun operation in Chicago. It combines the freight of member shippers for movement via piggy-back between principal cities. The non-profit association combines trailers of two separate member shippers on one flatcar to take advantage of Plan III rates.



AIR SHIPPING DEVELOPMENTS—Far Left: Pressurized aluminum container development by Harvey Aluminum won first prize in 1959 Air Materiel Command Packaging and Materials Handling Conference. Above Left: View of new air cargo center at New Jersey's Newark Airport with four buildings on 29 acres already 70 per cent occupied. Right: Delta Air Lines uses this combination tow truck and ground power unit to service its DC-8's. It weighs 36,000 lb.

Increased Parcel Post Rates Become Effective on Feb. 1

The Interstate Commerce Commission has consented to increased rates on fourth-class mail—parcel post and catalogs.

The increases, to become effective on Feb. 1, range up to 35 per cent and average 17.1 per cent. The percentage of increase diminishes within each zone other than local as the weight increases. There are a few reductions for the greater weights and longer distances.

The Post Office Department, based on figures for 1957, estimates that revenues will increase by \$88 million annually.

In the report, the ICC said that the rates are necessary and reasonably adapted to insure the receipt of revenues adequate to pay the cost of the service involved.

However, the Railway Express Agency does not agree. William B. Johnson, REA president, said that the new rates "will not make the government's package-carrying system self-supporting, as required by law." He said that REA gave the new rates support because "half a loaf is better than none."

—DA—

CITLeague Sets Test Dates

The Canadian Industrial Traffic League will conduct the first standard national traffic examination on May 17. Details are available from the League's office at 20 Bloor St. West, Toronto, Canada.

JANUARY 1960

NITLeague Objects to Motor Carrier Accounting Rule Changes; ATA Calls for ICC Action

The National Industrial Traffic League has filed with the ICC its statement and objections to changes in accounting rules for motor common carriers.

The League claims that the effect of the change would be that one carrier acquiring another could then charge depreciation on the cost of the property. This cost would be reflected in its operating ratio.

—DA—

The Federal Maritime Board has instituted a rule-making proceeding to formulate rules and regulations relating to persons engaged in the business of furnishing wharfage, dock, warehouse, or other terminal facilities in connection with common carriers by water within the U. S. and its territories and possessions.

—DA—

72 Per Cent Tonnage Increase Is Recorded by St. Lawrence Seaway

In the 1959 navigation season to the end of October, 17,400,000 tons of cargo were carried through the St. Lawrence Seaway.

According to the report from Seaway Development Corp., this is an increase of 72 per cent over the tonnage handled in the same period of 1958 through the old canal.

The upbound movement jumped 5,500,000 tons. Downbound has increased by 1,800,000. Cargo carried during October amounted to 2,800,000 tons.

—DA—

Cost of repairing and servicing over-the-road trucks ranges from two to 10 cents per mile with a nationwide average of five cents per mile, according to a study recently completed by the Department of Research, American Trucking Assns., Inc.

(Please Turn to Page 20)

WHEN THE ORDER SAYS "RUSH"...

...there's no better way to follow-through than by Greyhound Package Express! It's the unique shipping service that goes to many areas other services can't reach. And Greyhound Package Express is always "on duty" when you need it... 'round the clock...even Sundays and holidays!



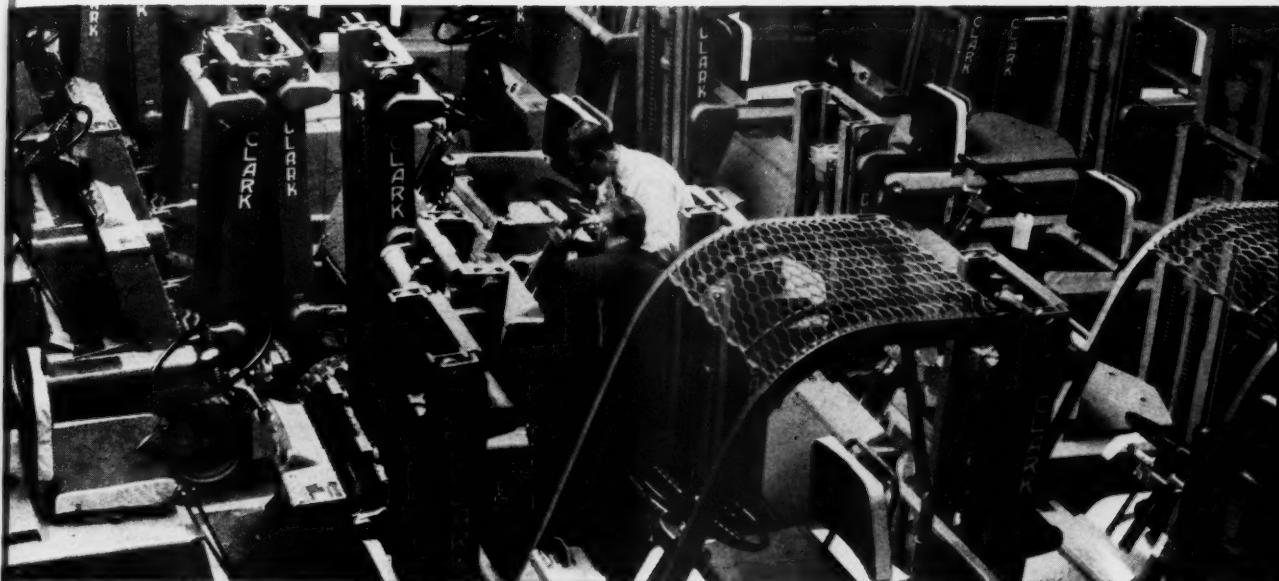
IT'S THERE IN HOURS

...AND COSTS YOU LESS!

When getting it there in a hurry means business, you can count on Greyhound Package Express! Your packages go anywhere Greyhound goes, by dependable Greyhound buses on their regular runs. That means you get service **seven days**

a week...24 hours a day...weekends and holidays! And you can send C.O.D., Collect, Prepaid—or open a charge account. For information, call any Greyhound bus station, or write Dept. 4A, 140 South Dearborn St., Chicago 3, Ill.

NOW! A full service rental program



*that saves capital,
eliminates maintenance problems...
rids you of truck downtime!*

A new, *flexible* rental system, enabling you to acquire all of your materials handling equipment, with full service arrangements, and *complete maintenance coverage*, is now available.

You save working capital! Without large outlays of capital you take immediate possession of all new materials handling equipment. Your present equipment is purchased at full cash value . . . your only actual capital expenditure is one budgeted monthly payment.

Downtime is eliminated! The Clark Rental System maintains a standby fleet of equipment for your immediate use when an emergency arises. The possibility of delays and losses to downtime are practically eliminated.

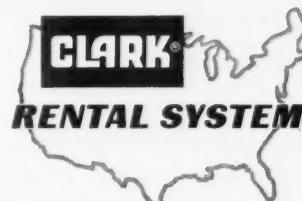
No more maintenance! Renting takes you out of the repair business. You no longer need to maintain a special repair shop, an inventory of parts, or special tools and equipment.

You rid yourself of hidden costs! The burden on your cost accounting system is reduced to the

bone. Clerical time, rising costs of inflation, and the high cost of using obsolete equipment . . . are all eliminated. One cost is your only cost.

A tailored system! A rental contract is prepared only after a thorough study of your specific operation is made. The flexibility of the Clark Rental System provides you with a *basic* program—without frills or extras—which keeps your handling costs to a minimum.

Compare the advantages for yourself! A booklet describing the rental program in detail, including a cost comparison chart, is available without obligation. For your personal copy, write or wire to the address below.

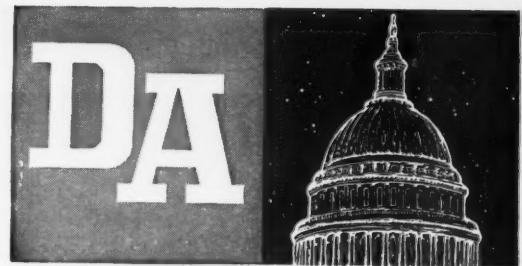


CLARK RENTAL CORPORATION
485 Lexington Avenue • New York 16, N. Y.

Circle No. 77 on Card, Facing Page 51, for more information

WASHINGTON

By the Chilton Washington News Bureau



PARCEL RATE BOOSTED — Post Office Department plans to put higher rates on parcel post into effect Feb. 1. The new rates, ranging from one to 35 per cent and averaging 17 per cent higher, have been appealed, however. If allowed to stand, the higher rates will cost mailers \$88 million more a year.

PROBERS EYE TRUCKERS — Congressional investigators are digging into records at the ICC to see whether the agency has the power and uses it to crack down on abuses by licensed truckers. The probbers are from the House Oversight Subcommittee — the group headed by Rep. Oren Harris, D., Ark., which uncovered the Goldfine-Sherman Adams affair, and TV quiz show rigging. So far, the probe is broad. It'll probably be decided this month whether to hold public hearings.

GOVERNMENT STORES LESS — Government stockpiles of industrial materials continue to shrink. It's part of a program to get out from under some storage costs. Also, Washington planners are beginning to realize that much of the commodities now in stockpiles probably won't ever be needed in warfare of the future. This does not mean the government is withdrawing from all storage and warehousing operations. But it does indicate reappraisal of federal emergency planning, and a trend away from accumulating huge stocks of practically all industrial commodities.

WAREHOUSE COMPUTER DESCRIBED — The Air Force has issued a new report on its experience in keeping electronic records of its giant warehouse and supply operations at Wright Air Development Center in Ohio. By keeping all its supply records on tape, the Air Force says it has lowered costs, speeded service, cut paper work, trimmed payrolls, reduced errors, and improved management. For a copy of "Material Information Flow Research, Part 1", send \$3 to Office of Technical Services, U. S. Department of Commerce, Washington 25, D.C., and ask for PB 151950.

COLLAPSIBLE TANKS RESTRICTION — Collapsible rubber tanks, used to convert a flat-bed truck into a tank truck, should be required to carry extra government certification, an Interstate Commerce Commission examiner recommends. Use of the tanks should require a trucker to get special ICC authority when they are over 1000-gal. capacity, the examiner says.

REVISE MILITARY MOVING — The Defense Department will now give preference for moving household goods of its employees to the lowest cost carrier with the highest quality service. This is the principal effect of a recent revision in the Department's moving policies. In the past, the Department aimed at distributing its traffic equally among all eligible carriers. Now, all carriers will compete as to cost and service. Other changes will give the owner of the goods the right to ask for a specific carrier.

RAIL RATES FOR AUTOS — Interstate Commerce Commission has permitted new rates filed by the New York Central Railroad for shipping autos on trailers by flatcar from the Midwest to the Northeast to go into effect. Involved are shipments from Detroit area to New York and Boston and in-between.

PROMOTE TRANSPORT FLEXIBILITY — America's growth and prosperity in the future will depend on solving present transportation problems and developing flexible, low cost, efficient transportation, a new American Trucking Associations Foundation booklet points out. Printed in comic-book style, it is especially designed for students, teachers, and distribution to guests on terminal or plant tours. Copies may be obtained from the ATA Foundation in Washington, D.C., or the Pure Oil Co., Chicago.

URGE DEFENSE PLANNING — Some far-reaching changes in the nation's transportation system are needed to meet the needs of a future war emergency, a House subcommittee insists. Among the changes urged are a master plan to eliminate present shortages in some types of transportation and specialized equipment. This includes more "impartial" government regulation of various modes of transport and more air cargo capacity. The group also urges federal, state, and local tax relief for transportation facilities.

LIMIT WINDSHIELD STICKERS — Interstate Commerce Commission will give truckers 18 months to get the present maze of stickers off windshields. A new ICC rule permits only one state safety inspection sticker on the windshield, and none on side windows of the driver's compartment, after July 1, 1961. The delay is to permit states and cities to amend their rules which now require extra stickers. The new rules also set tighter standards on damaged and discolored windshields.



CLIC

**gives you quick, accurate
C&O car reporting
across the nation**

CLIC means Car Location Information Center—C&O's reporting service for shippers on any car on its 5100 mile system . . . in a matter of minutes. This miraculous combination of electronic tape, teletype, and alert C&O people, furnishes a dependable report on *your* car, where it is, where it's going, when it will get there.

CLIC is a *personal* service, supported by a coast-to-coast, Canada-to-Gulf network of 56 C&O freight

traffic offices. It is only one of C&O's modern facilities for safer, faster handling of merchandise freight.

CLIC prompt reporting can benefit you in several ways. In scheduling production and manpower. In inventory control. In strategic merchandising of perishable goods. In emergency destination changes, or planned diversion.

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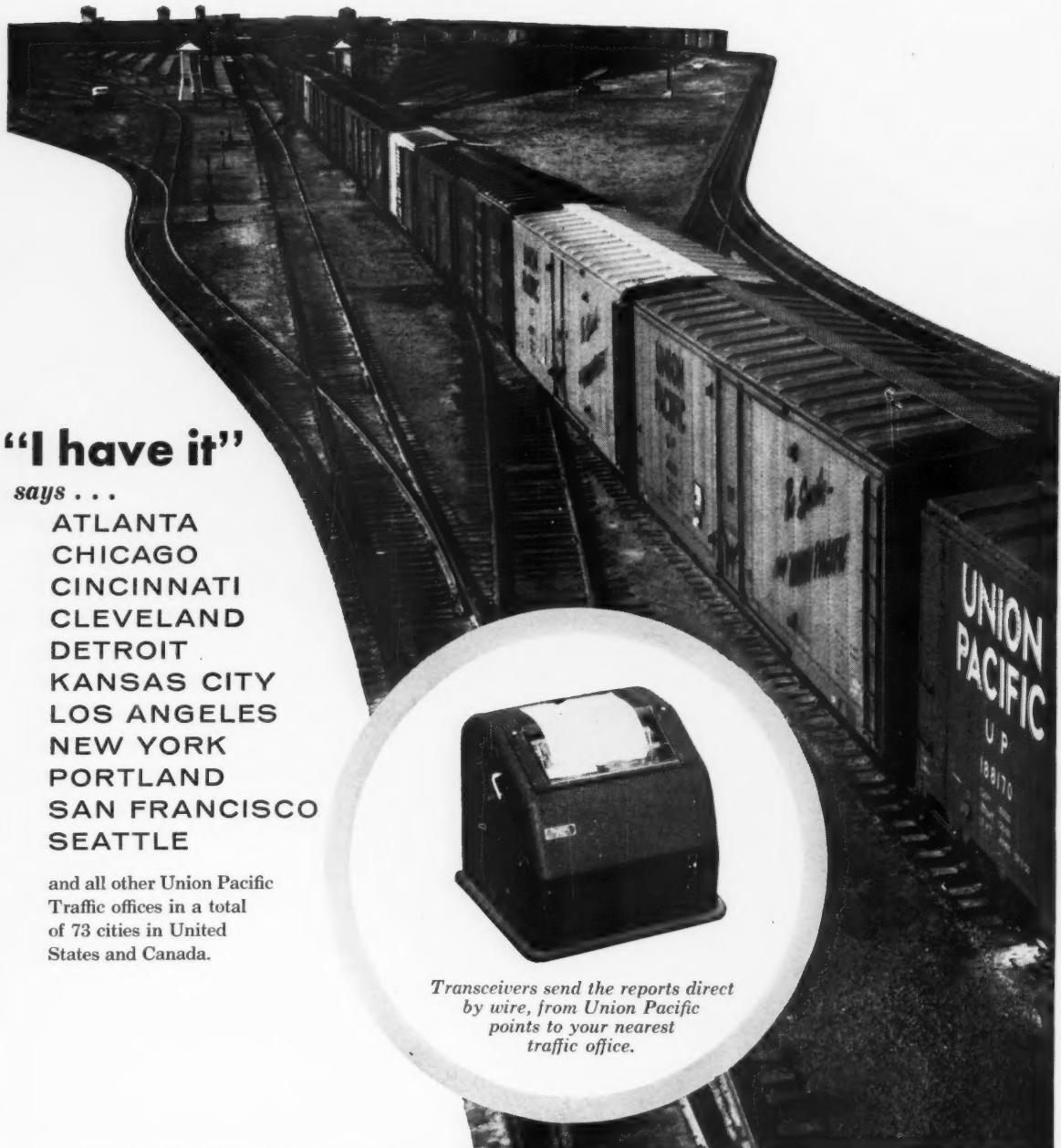


Chesapeake and Ohio Railway

TERMINAL TOWER, CLEVELAND 1, OHIO

SHIP C & O . . . AND WATCH IT GO!

**Who has the report of all shipments
in this train leaving North Platte ..
. . . right this minute ?**



"I have it"

says ...

ATLANTA
CHICAGO
CINCINNATI
CLEVELAND
DETROIT
KANSAS CITY
LOS ANGELES
NEW YORK
PORTLAND
SAN FRANCISCO
SEATTLE

and all other Union Pacific
Traffic offices in a total
of 73 cities in United
States and Canada.

*Transceivers send the reports direct
by wire, from Union Pacific
points to your nearest
traffic office.*

**YOU CAN KEEP A FINGER
ON YOUR WESTERN SHIPPING**

when you send it ...

UNION PACIFIC Railroad
OMAHA 2, NEBRASKA

Coming Events

Jan. 11-13—National Retail Merchants Assn., Traffic Groups—Transportation Committee, Board of Directors, Receiving & Marketing Committee, Hotel Statler, New York City.

Jan. 11-15—Highway Research Boards, National Academy of Science, Annual Meeting, Sheraton-Park Hotel, Washington, D. C.

Jan. 12—Military Packaging Seminar for Industrial Management, sponsored by the Office of Naval Material, Bridgeport, Conn. Other similar seminars: Jan. 13, Hartford, Conn., and Jan. 26, Atlanta, Ga.

Jan. 12-13—Truckleasing & Contract Hauling Section, Local Cartage National Conference, Hotel Mark Twain, St. Louis, Mo.

Jan. 24-27—Truck Trailer Mfrs. Assn., Annual Meeting, del Coronado Hotel, Coronado, Calif.

Jan. 25-28—Eleventh Plant Maintenance & Engineering Conference & Show, Convention Hall, Philadelphia.

Jan. 26-27—Transportation Assn. of America, Annual Meeting, Hotel Roosevelt, New York City.

Jan. 28-29—Private Truck Council of America, Inc., Annual Meeting, Hotel Roosevelt, New York City.

Feb. 1-4—The American Society of Heating, Refrigeration and Air-Conditioning Engineers, Annual National Conference, Baker Hotel, Dallas, Tex.

Feb. 7-9—National Wooden Pallet Mfrs. Assn., Semi-Annual Meeting, Hollywood Beach Hotel, Hollywood, Fla.

Feb. 8-10—Fifth Joint Military-Industry Packaging & Materials Handling Symposium, Sheraton Park Hotel, Washington, D. C.

Feb. 8-12—Regular Common Carrier Conference, ATA, Winter Meeting, Americana Hotel, Miami Beach, Fla.

Feb. 16-17—Canadian Industrial Traffic League, 44th Annual General Meeting, Royal York Hotel, Toronto, Ont., Canada

Feb. 18-20—National Wooden Box Assn., Annual Meeting Boca Raton Hotel, Boca Raton, Fla.

Feb. 22-26—Midwest Work Course on Materials Handling Analysis, Third Annual, The University of Kansas Extension Center, Town House Hotel, Kansas City, Kans.

Feb. 29-March 3—Common Carrier Conference-Irregular Route, Annual Meeting, Shoreham Hotel, Washington, D. C.

Mar. 3-5—Movers' & Warehousemen's Assn. of America, Inc., Annual Meeting, The Americana, Bal Harbour, Miami Beach, Fla.

Mar. 6-11—National Furniture Warehousemen's Assn., Annual Meeting, Hollywood Beach Hotel, Hollywood Beach, Fla.

Shippers Advisory Boards

Jan. 13-14—Atlantic States, Washington, D. C.

Jan. 26-28—Southwest, Beaumont, Tex.

Jan. 27-28—Mid-West, Chicago, Ill.

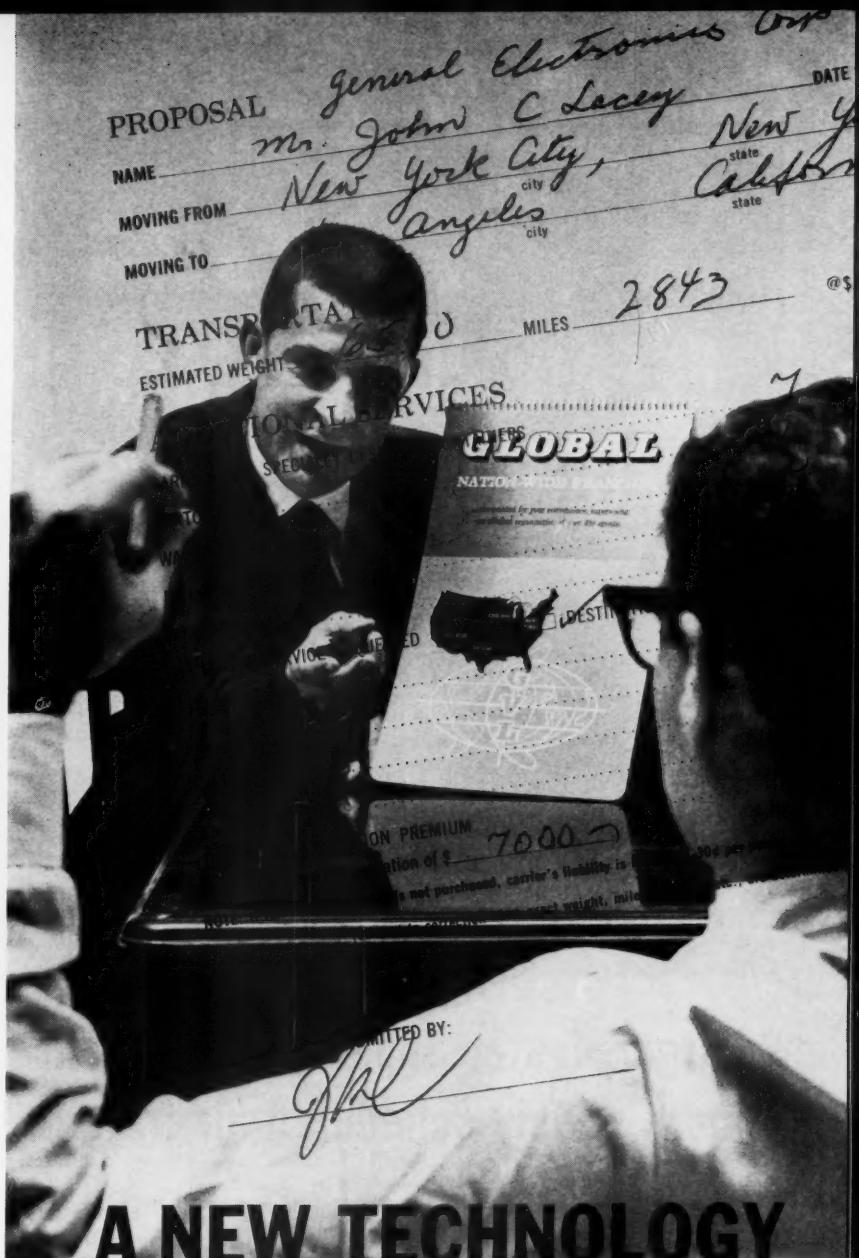
Jan. 27-28—Pacific Coast, Los Angeles, Calif.

Jan. 27-28—Northwest, Minneapolis, Minn.

Mar. 3-4—Pacific Northwest, Portland, Ore.

Mar. 9-10—New England, Springfield, Mass.

Mar. 22-23—Great Lakes, Cleveland, Ohio



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On the Line-



Startling (to us) News!

At a recent industry management seminar, we fell into conversation with two personable young men. The topics were broad but our acquaintances seemed abreast of the latest developments. In fact, on certain phases of management administrative procedures, they appeared to be exceptionally expert.

As the seminar closed, we discovered that we had a mutual friend. He was checking into the hotel as we and the young men were checking out.

This morning, we received a visit at the office from this mutual friend. "By the way, do you know who those two young fellows are?" he asked, referring to our seminar acquaintances.

As we searched our dimly lit memory for their names, our friend continued, "They are two of the smartest labor union lawyers in the country."

This news "shook us up" quite a bit.

Why? Well, we never expected to find any labor representatives at a management seminar. Certainly this is a free country, and the seminar was open to any one who paid the required fee. It's just that they seemed, let's say, so "out of character" and "out of bounds" for the popular concept (maybe only ours) of union lawyers.

Long after our friend left, we pondered over the startling (to us) news. Finally, we came to the obvious conclusion, of course, that such sagacity must be admired. But we still wonder if management has been underestimating the calibre of labor's modern counsel at the bargaining table?

Legal Wage Gouging

What would be your reaction if your secretary, or some staff member, worked 19 minutes on an assignment not part of her, or his, normal duties and then demanded an extra day's pay?

The question is not as ridiculous as it seems. A railroad sent one of its yard crews to help clear a freight train through a snow drift. The crew traveled four miles, round trip. It demanded—and got—pay for 100 miles of road service.

Thinking about the inequity of this deal, we got to supposing that "the shoe was on the other foot." How would any one of that crew react if, let's say, his automobile had a frozen radiator. And, let's say further, he asked a

neighbor—a plumber living a few houses away—to get his torch and thaw that radiator. Then suppose that this neighbor demanded a full day's pay for his services.

Can you imagine—we can—how this crew member would scream ROBBER!

Neither plumbers nor auto mechanics, union members or not, could get away with such gouging. Yet, under the jurisdictional claim-to-work rules, this comparable situation exists in the railroad industry. It has, in fact, existed for years.

As shippers of commodities that the Brotherhood members buy, we ought to remind them that their legal wage gouging is reflected in the freight rates added to the product purchase price. Fair work rules could help lower our freight rates—their purchase price, their cost of living.

Ready to Go?

A good way to start the New Year is to get one's house in order. In business, this should cover the full range—from cleaning out one's desk and files to reviewing systems and programs of the past year.

The next most important step is to work up a plan for the coming year.

Every man needs such a procedure—if for no other reason than to measure his progress and to catch his mistakes. A year is a long enough time. Too many men go on for years without any check. They get into a rut. It gets deeper and deeper. Then it turns into a grave.

But our present purpose is to urge serious planning for 1960 and all the other 60s.

The long-awaited day of Distribution Management has finally arrived. The emphasis is off the traffic and transportation function—off all independently departmentized functions.

Now, the emphasis is on integrating and co-ordinating all functions of getting industry's products to its consumers. The last gap of industrial inefficiency is being closed.

Now, top management is facing its greatest reorganization task in decades. It also must find qualified executives to "deliver the goods."

Are YOU qualified? Are you ready to go—or will you be left behind?

A. V. Greene
EDITOR

With an Allis-Chalmers 6,000-lb Pneumatic you can... **MEASURE** the dollar-saving difference

...in inches — stacks to a height of 128½ in., highest of them all with standard mast. Its 106½-in. length (less forks) is the shortest.

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...in hours — based on the experience of users, 10,000 hours or more before major engine overhaul is about par for the course. The heavy-duty industrial engine is designed specifically to work under lift truck conditions.

Let your Allis-Chalmers dealer show you how you will be dollars ahead by *any* unit of measure with an Allis-Chalmers lift truck. He will be glad to demonstrate. Allis-Chalmers, Milwaukee 1, Wis.



The Allis-Chalmers 6,000-lb pneumatic lift truck is available with choice of single or dual front wheels—standard or POWER SHIFT transmission — diesel, gasoline or LP gas engine — plus power steering and many other optional accessories.

ALLIS-CHALMERS

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Circle No. 3 on Card, Facing Page 51, for more information



Yakkety Yak

By Ye Editor



A colored preacher was brought into police court and charged with running a public dance without a permit. Asked to explain, he said,

"You honor, I was leadin' de revival, for which ah has de permit. I asked de brethern and sistern if dey was ready to go to the pearly gates.

"A man jump up an' sing, 'Go, man, go! Go man, go!' snappin' his fingers.

"De brethern and sistern pick up de beat wi' de feet. De organist pull out de stops, an' de choir let go. Befo' ah c'n shake de beat, de congregation shuffle 'roun de corner to dat night club, Pearly Gates.

"Den de police say, 'Git, man, git!'

AIR FAX—Cargo space in the Boeing 707 is equal in size to the entire fuselage of the DC-4.

During the summer of 1959, the 16 international airlines made 10,066 scheduled passenger flights across the Atlantic.

BOOKS—We recommend *Practical Handbook of INDUSTRIAL TRAFFIC MANAGEMENT*—by Richard C. Colton and Edmund S. Ward. Third Edition.

Written by working traffic executives, this volume gets right down to cases, problems, and applications. It's loaded with forms, contracts, and useful tables. Contains short but informative chapters on Packaging-Materials Handling, Private Carriage, Warehousing, Exports and Imports.

STARTLING (to him) NEWS—Bill went to work only to find the multi-million dollar plant burnt down. Greatly upset, he went home.

"What happened?" his wife asked.

"You know that new pair of work shoes I bought and keep in my locker? They just burned to ashes!"

PROSPERITY—By mid-December, the Department of Commerce announced that November personal income hit the record annual rate of \$385 billion.

By mid-January we figured that personal spending during December reached the rate of \$386 billion.

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LIFE'S WONDERFUL because we are privileged, as citizens, as neighbors and in our daily work, to contribute to a better Way of Life for all Americans.

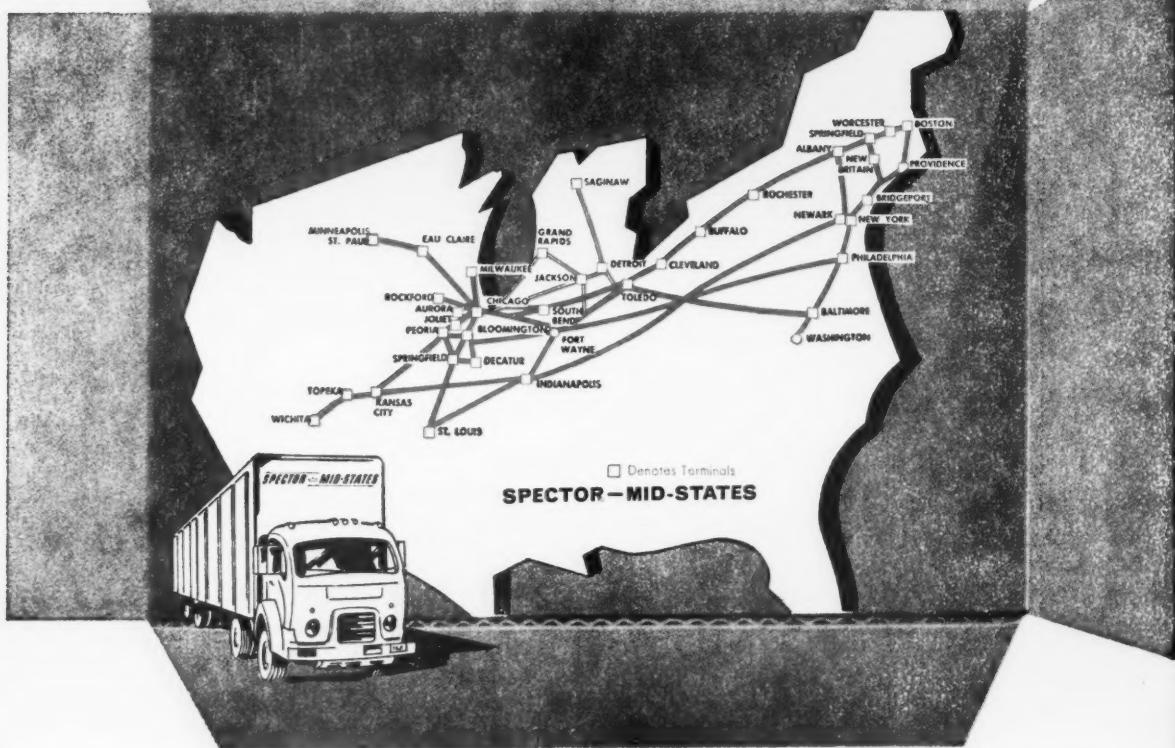
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JANUARY 1960

19

Chuting the News . . .

(Continued from Page 7)

News Briefs

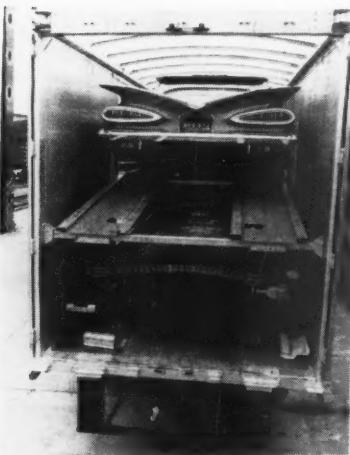
Pullman Inc. has extended its activities within the transportation field to include service leasing of special types of freight cars. A new subsidiary, Transport Leasing Co., has been formed to handle the leasing.

The new 18-acre terminal in Los Angeles recently opened by Denver-Chicago Trucking Co. serves as headquarters for the company's new import and export service.

Fourteen appointments as state chairmen of the Chapter Development Sub-Committee of the National Defense Transportation Assn. include: Harry Berman, Denver, Col.; H. V. Brown, Kansas City, Mo.; R. H. Buresh, Cedar Rapids, Iowa; Howard L. Burke, Cheyenne, Wyo.; Ben Colman, Plymouth, Mich.; Clarence Eberl, Milwaukee, Wis.; T. H. Elliston, Great Falls, Mont.; Richard LaBelle, Chicago; Sam Nicola, Columbus, Ohio; Earl B. Padrick, Chicago; John D. Parker, Sioux Falls, S. D.; John S. Smith, Indianapolis, Ind.; Louis W. Smith, Omaha, Neb.; and Bill O. Suhm, Wichita, Kan.

Wilson Freight Forwarding Co. recently opened its combined Dayton and Columbus Terminal. The 32-door terminal is located in South Charleston, Ohio, and operates on a 24-hr basis.

Toothpaste Tube



A giant collapsible "toothpaste tube" makes it possible to carry 4000 gal of liquid along with automobiles. Developed by United States Rubber Co., the rubber tube can be placed beneath two automobiles or rolled like a rug when other commodities are shipped. Another container, in the planning stage, will carry frozen foods and perishables.

Oaths of office were administered to Whitney Gilliland and Allen S. Boyd to be members of the Civil Aeronautics Board.

The Indiana Toll Road Commission has extended provisional approval for a trial operation of double bottom vehicles over the toll road contingent upon similar action being taken by the Ohio Turnpike Commission.

An electronically-controlled single-crest retarder yard for freight car classification is planned for North Little Rock, Mo., by the Missouri Pacific Railroad.

Interstate Motor Lines, Inc., Salt Lake City, has completed arrangements for through bills of lading with directional loading of containers from Japan, Hong Kong, and the Philippines to the U. S.

Materials handling equipment displays will cover 54,000 net sq ft in Boston's Commonwealth Armory when the first Material Handling Institute regional trade show opens this June 6-8.

Joint use of 75 miles of track between Binghamton and Corning, N. Y., by the Lackawanna and Erie Railroads is working well. Lackawanna trains are using Erie tracks in that territory.

North American Car Corp. has a new transportation package which enables shippers to take advantage of Plan IV piggy-back rates between Chicago and West Coast points. Offered in conjunction with Emery Transportation Corp., the package consists of an 85-ft flat car and two 40-ft insulated trailers with all-purpose mechanical refrigerator units. The two companies have formed a separate corporation known as North American-Emery Corp. with offices in Chicago. Robert B. Oppenheimer is the president.

Faster freight schedules between Chicago and the New England area, designed to benefit piggy-back and freight forwarder traffic, have been announced by the Erie Railroad and connecting lines.

A 3,000,000 bu riverfront grain elevator soon will be built at the Port of Toledo. A lease for the structure was signed recently by the Toledo-Lucas County Port Authority and Continental Grain Co.

The Chicago, Rock Island and Pacific Railroad and the Chicago, Milwaukee, St Paul and Pacific are studying the possibility of a merger. The merged system would be more than 18,000 miles long.

Swissair has opened its new terminal at Idlewild Airport, N. Y.

Volume of Truck Tonnage Passes Figure of Third Quarter 1958

The volume of intercity freight tonnage hauled by truck during the third quarter of this year was 10.9 per cent ahead of the same period in 1958.

This growth was reported by the American Trucking Associations, Inc. Earlier reports showed a first quarter increase of 15.6 and an increase for the second quarter of 20.5 per cent. The ATA index for the third quarter reached a new high of 192. This is a jump of 19 points over 1958 and 15 points ahead of the previous third quarter record set in 1957.

The ATA report is based on the operations of 2193 class one and two common and contract motor carriers. Total tonnage for the quarter was 88,669,047 tons. Increases were reported in all nine geographical regions.

—DA—

The American University has scheduled its Institute of Industrial Transportation and Traffic Management for March 7-24, 1960.

(Please Turn to Page 26)

Iron Ore on Mississippi



One of the nation's oldest "highways" has become open to a new type of traffic. The Mississippi River is handling upbound barge shipments of foreign iron ore to steel mills in Chicago and St. Louis. Pre-strike tonnage averaged 20,000 tons weekly. Until a year ago, practically no iron ore moved up the river.

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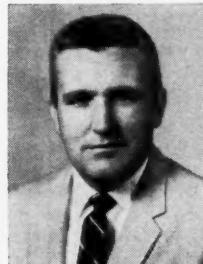
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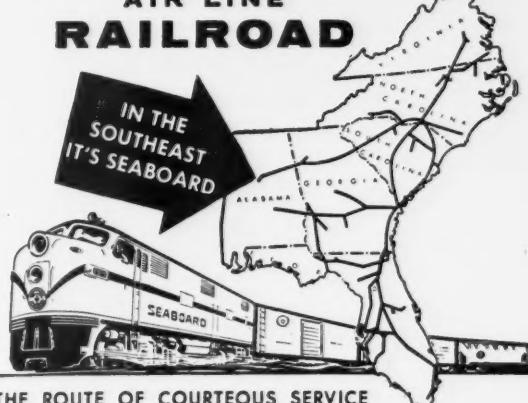
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HOUSTON, TEX.	5958 Beldart	Mission 9-2573
KANSAS CITY, MO.	1204 Fairfax Bldg.	Victor 2-4747
LOUISVILLE, KY.	320 Heyburn Bldg.	JUNiper 4-3413
MEMPHIS, TENN.	1334 Exchange Bldg.	JACKson 6-7067
NASHVILLE, TENN.	830 Third Nat. Bank Bldg.	ALpine 6-7427
NEW ORLEANS, LA.	914 Hibernia Bk. Bldg.	JACKson 5-7888
NEW YORK, N.Y.	1478 Woolworth Bldg.	WOrth 2-1180
PHILADELPHIA, PA.	307 Transportation Center	LOCust 3-8038
ST. LOUIS, MO.	1921 Rwy. Exchange Bldg.	MAin 1-1894
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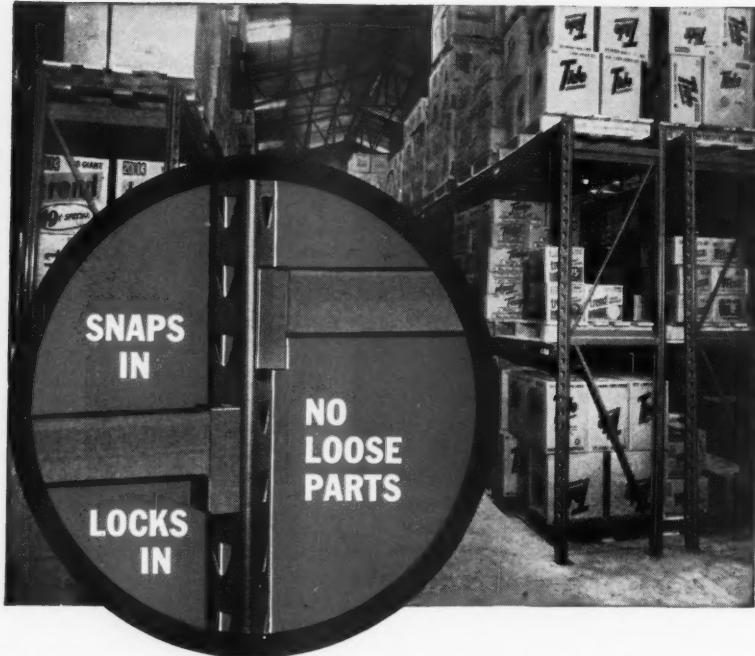
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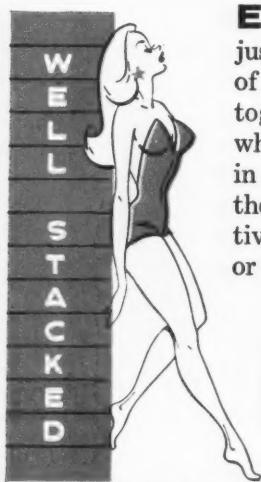
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LETTERS

TO THE EDITOR

A TM's Thanks

To The Editor:

I was very pleased with your October 1959 issue which contained many, many interesting facts.

I am quite sure this will be of great assistance to many responsible for distribution physical handling.

As this opportunity for writing presents itself I wish to also say that I enjoyed very much your recent talk at the luncheon of the American Management Association.

W. C. Mahr
Traffic Manager

Oakite Products, Inc.
New York, N. Y.

Unusual Legal Problem

To The Editor:

We have a very good account with whom we have a very serious difference. They store with us a sizeable amount of canned meats, also, until recently, a supply of bacon wrappers (imprinted with their name).

After the first of the year it developed, upon taking physical inventory, we were short a quantity of canned meats and over a quantity of bacon wrappers.

We have offered to pay the difference between the value of these items which they refuse to accept since the bacon wrappers are not obsolete or in any way damaged, and they are still using the identical wrapper in large volume although not stored with us. We still handle their canned meats.

Their inventory has always been carried together and invoiced together. I am quoting letter just received from their attorney and would appreciate your opinion on this matter:

"We hold receipts indicating our delivery to your warehouse of a certain amount of product of our own manufacture, which amount is missing upon physical inventory. You also have in your possession certain packages for which we have no record of delivery to your warehouse but which appear on your physical inventory. The precise point at issue appears to be whether the shortage in the one category can be reduced by an overage in the other."

"Our position is that it may not."

"We would not contest the offsetting of an overage of one product against the shortage of another product of our own manufacture, but we are convinced that the overage of products other than of our own manufacture (and as to which we assert no claim) need not be allowed and should

not be allowed. We find confirmation of this conviction in the practice of other warehouses in the southwest.

"Won't you now let us have your check for the shortages which, according to our records, total \$2,258.50?"

We want to do the right thing but these bacon wrappers would be valueless to anyone other than our customer since each has his name imprinted thereon.

Anonymous

It is very true indeed that you have a very unusual legal problem to solve. Of course, without definite proof that you did not receive the quantity of canned meat specified in the warehouse receipt you are liable ordinarily for the missing quantity. On the other hand, a situation may have existed under which the shortage of meat was compensated by the overstock of wrappers but, in my opinion, for this solution to be acceptable by your customer you should produce some evidence that originally the quantity of wrappers exceeded the quantity of meat you received for storage. If you have no such evidence or records and your customer cannot produce their records as evidence in your favor, it appears to the writer that your best outlet is a compromise of some kind with your customer.

Of course, if you can prove that in the past your customer delivered to you more wrappers than needed for the quantity of stored meat, this is good evidence in event the case goes before a court.—Leo T. Parker, DA Legal Consultant.

Unpaid Claims

To The Editor:

In 1958, we filed several damage claims with a motor carrier who failed to acknowledge or remit, and subsequently, through the National Freight Claim Council of the American Trucking Assn., we learned that the company is now out of business.

The ATA suggested that we obtain from the ICC Bureau of Motor Carriers the name and policy number of the carrier's cargo insurer. They further suggest that our claims now be filed with the cargo insurer under the BMC 32 endorsement to the policy.

Are cargo insurers of motor carriers legally liable for damage claims even though the carrier may be out of business?

D. P. Bidelman,
Traffic Manager

Kellogg Co.,
Battle Creek, Mich.

Not having written or read any late higher court decisions specifically answering your legal question I can only assume, from my knowledge of relevant higher court cases, that the cargo insurer would be liable.

This is so because quite obviously it would be poor law to permit an insurer to avoid its normal liability on a risk which discontinued business or operations after the liability was established.—Leo T. Parker, DA Legal Consultant.

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MEN IN THE NEWS

Traffic

A. F. Raymond Cook—appointed general traffic manager, Ludlow Manufacturing and Sales Co., Boston, Mass.



C. L. Williamson—named general traffic manager, Lone Star Steel, Dallas, Texas.

S. C. Trager—named distribution manager, Pure Carbonic Co., New York, N. Y.

Peter J. Kolf—new manager of the newly organized Traffic Publications Section in the General Traffic Department, United States Gypsum Co., Chicago.

Richard Meek—appointed assistant traffic manager, Di Giorgio Fruit Corp., San Francisco, Calif.

Theodore J. Kessler—promoted to general traffic manager, Victor Chemical Works, Chicago.

Transportation—Highway

David B. Charnay—elected president of Highway Trailer Co., New York, N. Y.

Frank G. Sutherland—appointed general manager, Southern Div., Ryder Truck Lines, Inc., Jacksonville, Fla.

J. J. Spector—elected president, The Binkley Co., Warrenton, Mo.

Harold J. Borneman—in charge of Engineering Dept., Brown Trailer, Michigan City, Ind.

Rail

James K. Knudson—appointed to the Board of directors, Rail-Trailer Co., Chicago.



Russell C. Taylor (shown)—elected president, ACF Industries, Inc., New York, N. Y.; **James F. Clark**—chairman of the Executive Committee.

John S. Carlson—appointed sales vice president of Shippers' Car Line Division, ACF Industries, Inc. He also is president-elect of the New York Traffic Club.

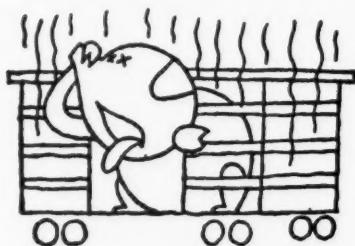
Harvey L. Willard—promoted to assistant vice president-freight sales and service for the New York Central System at Chicago.

D. A. Bessmer—elected president, Timken Roller Bearing Co., Canton-OHIO.

The fable of the pig and the Boxcar



And you know what that meant...
because pigs is pigs...



And the time (not to mention expense)
we had to take in cleaning these cars
sometimes caused delay to OTHER
shippers in receiving cars...

Once upon a time there was a monstrous
pig shipper. He used to ship his pigs all over
the country without changing cars.



Now, we didn't mind this pig shipping
(in fact, we loved it), but we hated
his housekeeping, because he always
gave us back our cars looking like this...



So, we think he was more of a than some
of his because he didn't think of the
problems of his fellow shippers.

MORAL: Whether the car brings you or or whatever it is you unload,
won't you please, p-l-e-a-s-e, PLEASE
use consideration and a ?
Aesop said: "When you unload...unload clean!"

ON THE SERIOUS SIDE

Thanks to the cooperation of consignees in the National Clean Car Program, the percent of railroad cars released unclean to U.S. railroads has dropped from 20.4% (1955) to 13.2% (1958).

We all agree the improvement is not great enough. But it is very encouraging when you consider that the 1957-58 drop of only 1%, applied to the current freight car total and to the number of times cars are loaded annually, made possible approximately 400,000 more loadings of serviceable cars during that year.

WE THANK YOU

Southern Pacific

Terminal Management Seminar



Nineteen persons attended the recent seminar on efficient terminal management held at Pennsylvania State University. Guest speakers were Joseph Intorre and A. W. Greene. Pictured are: Front row left to right—Robert L. Womeldorf, W. I. Womeldorf and Sons; Hannah W. Roseweir, George W. Kugler, Inc.; Eugene R. Drap, Cleveland-Pittsburgh Freight Lines, Inc.; Joseph Intorre; Eleanor Lenza, Eagle Transfer Co.; A. W. Greene. Center row: Wayne Clary, Thurston Motor Lines, Inc.; Rufus Hawley, Thurston Motor Lines, Inc.; Fred Bubert, Motor Vehicle Facility; Joseph L. Snyder, Jr., Chaney Transp. Co.; William Gorden, Sun Oil Co.; John E. Derrick, Berman's Motor Express, Inc. Top row: George Demitruk, Express Freight Lines, Inc.; Ray Flinchum, Thurston Motor Lines, Inc.; Robert W. Sheils, Refined Syrups and K Sugar, Inc.; Gerald N. Hall, Hall's Motor Transit Co.; Edward A. Contestabile, Gate Way Storage and Dist. Co.; Allen Cossitt, Cossitt Motor Express

Chuting the News . . .

(Continued from Page 20)

Club Briefs

The New York State Chapter of American Society of Traffic and Transportation recently elected Frank E. Asher chairman and Ellen S. Reed vice chairman.

The 34th Annual Dinner of the Motor City Traffic Club of Detroit will be held at the Sheraton Cadillac Hotel, Jan. 28, 1960. Dusty Miller will act as toastmaster.

Mrs. Nancy Ladd was chairman of the Christmas party given by the Women's Traffic Club of Chicago, recently.

The Traffic Club of Houston (Texas) gave a Christmas luncheon for members and their wives. The Rev. John Knowles delivered the Christmas message.

Alexander Markowitz spoke at the December meeting of Delta Nu Alpha's Dayton, Ohio, Chapter about Tariff Simplification.

Jan. 19th is the date set for Transportation Night by the Traffic Club of Hudson County New York. Paul M. Averitte, who is commercial agent of the Freight Traffic Department of the Atlantic Coast Line Railroad Co., will speak.

The Transportation Club of Buffalo, Inc., held its Annual Dinner recently. The guest speaker was Erv Wermont, nationally known after-dinner speaker.

"Industrial Application of Closed Circuit Television" was the topic of a recent meeting of the American Material Handling Society's Delaware Valley Chapter. John Howland, of Control Products, was the speaker.

The Metropolitan New York Chapter of the Association of Interstate Commerce Commission Practitioners met recently in New York. They discussed "Private vs. For Hire Transportation."

The New Jersey Chapter of the American Material Handling Society recently toured the paper mill and box plant of Mead Containers.

Speaking before a recent meeting of the North-Eastern Ohio Chapter, Society of Packaging and Handling Engineers, Thomas C. Wagner, of Weber Addressing Machine Co., compared old-fashioned addressing methods with newer procedures.

Harry J. Breithaupt, Jr., of the Association of American Railroads, spoke at a recent meeting of the Philadelphia Chapter of Delta Nu Alpha.

The Illinois Division, Society of Packaging and Handling Engineers, at a recent dinner meeting, had as its speaker Allyn C. Beardsell, of the Mead Corp. His topic was "What Is A Packaging Engineer?"

National Paperboard Assn. Elects New Board Members

The National Paperboard Association elected its Board of Directors at the group's 27th Annual Meeting, held recently in New York.

New members are: J. S. Benton, Hamilton, Ohio; T. F. Case, San Francisco, Calif.; Dan Int-Hout, Jr., Battle Creek, Mich.; C. H. R. Johnson, Monroe, Mich.; G. F. Kress, Green Bay, Wis.; M. B. Lowe, Sr., Ridgefield, N. J.; O. C. Majors, San Francisco, Calif., C. B. Stauffacher, New York; L. H. Stokes, Hartsville, S. C., and W. W. Walters, New York.

Board members re-elected were: W. J. Alford, Jr., Ridgefield Park, N. J.; J. N. Andrews, Rittman, Ohio; A. R. Boren, Dayton, Ohio; Alexander Calder, Jr., New York; Anthony Desiderio, Clifton, N. J.; R. C. Doane, New York; W. M. Finley, Chattanooga, Tenn.; W. L. Jennings, New York; J. R. Kennedy, Bogota, N. J.; Thomas Kieffer, Ewing, Ind.; H. C. Laughlin, Toledo, Ohio; R. L. Main, Jacksonville, Fla.; H. W. Morgan, Tacoma, Wash.; C. H. Morian, Jr., Silsbee, Tex.; J. C. Mulholland, Crossett, Ark.; S. G. Olsson, West Point, Va.; W. I. Osborne, Jr., Chicago, Ill.; A. E. Rozin, Lancaster, Ohio; P. A. Schilling, St. Paul, Minn.; L. H. Schoenhofen, Chicago; H. D. Schmidt, York, Pa.; M. W. Swaim, Alton, Ill.; G. J. Ticoulat, San Francisco, Calif.; H. L. Wollenberg, Longview, Wash., and C. L. Wood, Monroe, Mich.

—DA—

The next series of examinations will be given by The American Society of Traffic and Transportation on Jan. 28 and 29. Information is available through Henry A. Fahl, registrar, AST&T, 22 W. Madison St., Chicago 2, Ill.

—DA—

Fink Re-Elected PDC Head

Karl Fink has been re-elected president of the Package Designers Council at the Council's recent Annual Meeting. Other elected were: May Bender, secretary, and Ernst Ehrman, treasurer. Harry Lapow, Robert Neubauer, and Robert Zeidman were elected directors.

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VAN LINES, INC.

AGENTS IN ALL PRINCIPAL CITIES—WORLD HEADQUARTERS, BROADVIEW, ILLINOIS

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He's on the Rock Island payroll, but . . .

Rollin Buckman works for you!

Rollin Buckman is a good man to have working for you. He can draw on 39 years of Rock Island experience in handling your freight.

As switch foreman at the Rock Island's giant Silvis (Ill.) classification yard (one of several Rock Island yards handling literally millions of cars per year), he and his crew handle your cars carefully and efficiently . . . and send them promptly on their way.

From a control tower at the crest of the yard's incline, Mr. Buckman can classify a 100-car freight train in a matter of minutes. As each car is pushed over the crest, he guides it to its proper track by actuating automatic switches. On the way down, cars are braked at intervals by mechanical retarders adjacent to the tracks. This insures safe-speed, damage-free coupling.

It's not that it took Rollin Buckman 39 years to learn to classify cars. But we feel that his 39 years of proved skill and dependability better qualify him to accept responsibility for the safe, swift handling of your freight. We believe you're entitled to the services of men like him.

It is such experienced handling of customers' freight that is enticing shippers in increasing numbers to turn to the Rock Island railroad for fast, dependable service. We welcome your business.

If you have any comments, pro or con, regarding our rates or services, we invite you to discuss them with your Rock Island Traffic Representative.



ROCK ISLAND LINES

*The railroad of planned progress
... geared to the nation's future*

Department of Commerce

The Business and Defense Services Administration of the Department of Commerce indicates a generally favorable outlook for a number of industries:

GLASSWARE, Pressed and Blown (Except containers)—This industry set a production record in 1959. It expects to exceed that level in 1960 by 3 to 5 per cent.

Firms in this field produce a variety of scientific, industrial, and household products.

Forecast basis: "Continuing high level of industrial and personal consumption expenditures, introduction of new products, stimulation of the use of conventional products by industry."

CONTAINERS, Glass—During 1959, 156 million containers were shipped (estimated 9 per cent over 1958), establishing a new high. This industry expects 1960 shipments to exceed 1959 by at least 3 per cent.

Firms in this field make containers for foods, beverages, health supplies, chemicals and other essential products.

Forecast basis: "General stability of well-defined historical markets, increases in consumer income and buying, continued growth of population, prospects that general economic conditions will remain at present high, or higher, level."

CONTAINERS, Metal Cans—Metal can shipments in 1959 are expected to exceed 1958 by about 3 per cent (surpassing banner year 1956 by 2.5 per cent). For 1960, the industry sees a gain of 2.5 to 4.5 per cent over 1959.

The metal can industry is the third largest user of steel. It consists of approximately 225 plants, employing about 55,000 workers yearly. It provides containers for foods, beverages, chemicals, petroleum, and health and

medical supplies. It estimates that some 2200 different items are now packaged in metal cans.

Forecast basis: "Population growth will continue at the current rate, disposable personal income will increase, no major strikes or work stoppages will occur, normal weather conditions will allow an average growing season for fruits and vegetables, the nation's total output of goods and services will continue to rise."

CONTAINERS, Fibre Box—Production in 1959 is expected to be around 12.5 per cent better than for the preceding three years. Demand for fibre

DA
JANUARY 1960 . VOL. 59, No. 1

Distribution predictions for 1960

On these pages are predictions for business in general and the distribution industry in particular as described by many executives

boxes in 1960 is expected to produce a further gain of about 5 per cent.

The fibre box industry's volume products are boxes, pads, and partitions of corrugated containerboard. It also makes displays, expendable pallets, specialty items, products of single-face board, corrugated sheets, solid fibre boxes, and other items. The industry comprises over 400 firms; operates more than 700 plants; employs over 50,000 workers, pays them about \$250 million per year.

Forecast basis: "Fibre box production reflects anticipated production of perishable, semi-durable, and durable goods; including food, clothing, shoes, refrigerators, and stoves. The major percentage of corrugated box production increases as population grows and food consumption increases."

"Through improved design of current containers, and greater uses of triple wall board, advances should continue in the packing of heavy and dense items; products which, until now, have been beyond the range of corrugated board. Through the use of chemical coatings and waxes, the industry advanced further in the packing of fresh fruits and vegetables in 1959. More fibre boxes which carry fluids packed in polyethylene bags are expected to be used."

"New eras are being opened in multicolor printing, especially on bleached board. The white color of the board provides an excellent background for advertising displays and gift packaging."

(Please Turn Page)



P. F. Cannon, vice president of Barrington Associates (left), predicts a 5 per cent increase in the general level of business. T. W. Kimmerly, gtm for Burrough Corp., foresees a healthy business climate. A. E. Baylis, vice president, New York Central, sees better transport service

Distribution predictions . . .

(Continued from Preceding Page)

PROTECTIVE SIGNALING, Commercial Central Station—Earned revenue for this industry for 1960 is expected to increase 5.9 per cent over 1959.

The commercial station central protective signaling industry is composed of around 80 companies which service over 100,000 subscribers, located in more than 2000 cities and towns in the nation. The industry specializes in the design, manufacture, installation, maintenance, and operation of electric detection, supervisory, and alarm systems for protection against fire, burglary, sabotage, and other hazards. Services are furnished over leased lines (telephone and telegraph), interconnecting protective equipment at subscribers' premises to central stations. There are about 165 stations throughout the system, which serve as dispatch centers of the protective alarm facilities.

Forecast basis: "Anticipated improvement in general business activities, including industrial plant expansion. Changing technology has strongly influenced the industry in the past few years. New techniques, new operating methods, and new equipment have provided better service."

Chamber of Commerce

At its recent Annual Business Outlook Conference, the Chamber of

Commerce of the United States heard views of key industry and finance associations as to business prospects for 1960. Excerpts of these views follow.

Steel

Robert G. Welch,
Executive Vice President, Steel Service Center Institute.
(Formerly American Steel Warehouse Association, Inc.)

The 500 members of this association operate 900 service centers in every metal working area of North America.

Steel production and the status of our metal working industry in 1960 cannot be accurately forecast at this time. The key to the next year is in the hands of labor leaders—not just the steel industry. Steel cannot move to customers, nor can essential raw materials be obtained, if the railroads are on strike.

The steel industry has taken a stand based on sound economics. Wage increases must be tied to sound work practices or new equipment that enables the productivity of the worker to improve. If these conditions do not exist, and wages are advanced, prices must be increased—inflation then results. The worker suffers and the economy is damaged.

If a steel labor contract is signed

soon, and there is no railroad strike, the steel industry should produce more ingots than in any previous year; probably in the neighborhood of 130,000,000 tons. These ingots will mean approximately 91,000,000 tons in finished products. If the strike is resumed and/or if the railroad strike is extensive, the damage to our economy can be extremely serious.

Even under the most favorable conditions there will be critical steel shortages for many months. Inventories in the steel mills, steel service centers, and in customers' plants are at an all time low.

Steel service centers figure it will take from six to eight months to build their industrial steel stock to the 3,400,000 tons level considered necessary to give complete service to the metal consuming industries. Current service center inventories are 1,100,000 tons of industrial steel products.

Construction

James D. Marshall,
Executive Director,
The Associated General Contractors of America.

This association represents more than 7200 construction firms, including most of the largest in the U. S.

It appears that the dollar volume of new construction in 1959 will reach \$54-billion, representing the largest annual increase since 1950. This rise of over 10 per cent is nearly double the increase forecast by most economists a year ago.

The total volume of new construction should break down roughly into

The Editor's Forecast

LABOR—The editors of DISTRIBUTION AGE believe that the chances of a strike by the railroad brotherhoods is not great. Some labor officials are backing down on the main issue—featherbedding.

Transportation Industries

AIR—There will be more jets for passenger service and more all-cargo planes for freight.

Most of the large and many medium-sized airports are modernizing for jet runways and new airfreight facilities.

RAIL—If not set back by more strikes, rail freight tonnage could go 20 per cent over 1959.

Regardless of strike threats, railroads are buying diesel en-

gines and flat cars for piggyback service. Mechanization of freight terminals also is underway.

HIGHWAY—The merger trend will continue in 1960. Truck leasing will make good gains. A five per cent net gain in tonnage is forecast.

Truck and trailer manufacturers will have a busy year. A large share of their sales will go to railroad and steamship operators for piggyback and fishyback service.

WATER—Continued growth of inland waterway and coastal shipping is in evidence. One of the factors responsible is the growing use of containers—from eight-foot cubes to highway trailers. St. Lawrence waterway tonnage will rise 15 per cent over 1959.

Outlook for ocean shipping is not as bright, due to foreign-flag ship competition. American ship owners will ask for a tie-in with U.S.-financed foreign trade and, perhaps, subsidy review.

DISTRIBUTION - WAREHOUSING—Despite steel strike's effect on field inventories, public warehouses look to new products of other industries to take up the slack.

Growth of frozen and prepared food sales will spur cold storage warehouse building.

Construction and development of industrial parks and distribution centers on outskirts of large cities will move along at a fast pace.

What Industry Leaders Forecast

	General Business Outlook			Factors Contributing to General Outlook					Company or Association Plans for 1960					
	Better	Same	Worse	Restoring Steel Production	Govt. Spending	Better Sales	Added Buying Power	Other	Plant Expansion	More Sales Effort	More Advertising	New Products or Services	New Labor Saving Equipment	Other
P. F. Cannon Vice President, Barrington Associates	5%	—	—	●	—	—	●	—	—	—	—	●	—	●
L. E. Galaspe Director of Traffic, Reynolds Metals Co.	6%	—	—	●	—	—	—	●	●	—	—	●	●	—
W. H. Gribble Director of Distribution, The Pillsbury Co.	5%	—	—	●	●	●	●	—	●	—	●	●	●	—
E. H. Klukas General Traffic Manager, Whirlpool Corp.	4%	—	—	●	—	—	●	—	—	—	—	—	—	●
A. E. Baylis VP Frt. Sales & Service, New York Central System	7%	—	—	●	—	●	●	—	—	—	●	●	●	—
Clyde E. Phelps Executive Vice President, Associated Warehouses, Inc.	15%	—	—	●	●	●	●	—	—	●	●	—	●	—
Rudie Wilhelm, Jr. Vice Pres. & Gen. Mgr., Rudie Wilhelm Whse. Co.	—	●	—	—	—	—	—	—	—	—	—	—	—	—
Donald E. Horton Executive Vice President, American Warehousemen's Assn.	10%	—	—	●	—	●	●	—	●	—	●	●	●	—
T. W. Kimmerly General Traffic Manager, Burroughs Corp.	5-10%	—	—	●	—	●	●	—	●	●	●	●	●	●
T. D. Cherry Director of Market Research & Forecasting, Trans World Airlines, Inc.	5%	—	—	●	—	—	●	—	●	●	●	●	●	—
Robert E. Johnson Sr. VP-Sales, Advertising and PR, United Airlines	5%	—	—	●	—	—	●	—	—	—	●	●	●	—

\$38-billion for private categories, and approximately \$16-billion in public types. Private construction probably will be 13 to 14 per cent higher than in 1958. Public work has risen about 5 per cent, reversing a trend of about four years in which private activity as a whole had about leveled off.

Major influences to consider for 1960 include the steel strike, credit conditions, business investment plans, and the general buying mood of the public in creating demand for needed construction.

Provided that costs will not rise appreciably, materials will be plentiful, no prolonged work stoppages will occur in basic industries, and international complications will not seriously affect business activity in the U. S., it appears that new construction again will set a new record in the old 48 states, possibly reaching \$56-billion in 1960.

The specific qualification must be added that the steel strike will not be resumed next year, since it is assumed that full, uninterrupted production will bring structural and other steel types required for construction back into balance by the time activity reaches its seasonal peak.

New construction should be divided roughly into about \$39 billion in private projects, and more than \$16 billion in public activity.

Money and Credit

Dr. Frank E. Morris,
Research Director,
Investment Bankers
Association of America.

Investment bankers and securities underwriters selling stocks and bonds make up the membership of 800 in this organization.

The trend of interest rates between now and mid-1960 will be upward.

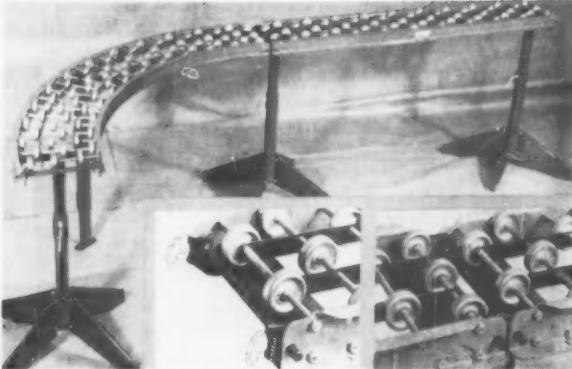
The greatest pressures will be on short-term money rates. By the standards of the postwar years, money already is very tight. It undoubtedly would be even tighter if it had not been for the steel strike.

Barring a resumption of the strike after the end of the 80-day period, the demand for financing business inventory accumulation during the first quarter of 1960 is going to be much

(Please Turn to Page 58)



Clyde E. Phelps, executive vp, Associated Warehouses, Inc. (left), bases his optimism on general public feeling. Donald E. Horton, of the American Warehousemen's Assn., sees growth for warehouses. Rudie Wilhelm, Jr., gm of Rudie Wilhelm Whse. Co., expects a '60 like '59



This wheel conveyor features universal coupler (see insert). Portable stands can be adjusted in height in gravity system



Many units will serve both as stacker and conveyor



Cleats may be added to belts to improve vertical operation

Roundup of movable conveying equipment

This writer has a check chart to help you select the best moveable conveyor for your needs. In summarizing this type of equipment, he finds a great variety offered and advises care in making a selection

HERE are situations in transportation and warehousing where permanently installed conveyors cannot be justified on economic grounds.

This is particularly true where the operations change frequently. In certain instances conveyors are urgently needed for short periods of time, but they are so located that they interfere with normal traffic if left intact. The question then arises, "What means can be provided so that the components can be quickly assembled and then broken up so that they will require a minimum amount of storage space?"

Mobile units for handling bulk materials and small parts have many useful applications. However, the traffic manager is concerned with more general-purpose

By D. O. Haynes
D&D Materials Handling Consultant

machines—those employed in loading and unloading carriers, in piling and unpiling merchandise in warehouses, and similar operations,

Nomenclature

In its "Conveyor Terms and Definitions" the Conveyor Equipment Manufacturers Association defines a portable conveyor as "any type of transportable conveyor, usually having supports which provide mobility." The term is widely used in this way in literature. I feel that it is too inclusive.

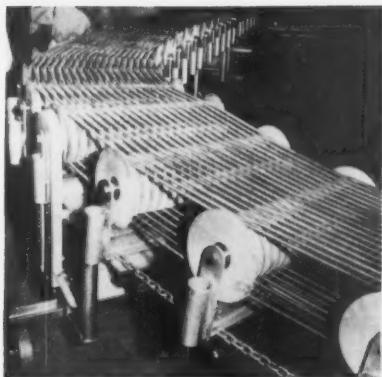
I consider the broad group to be movable conveyors. This classifi-

cation then can be broken down into portable conveyors, those which are made up of elements which can be carried about, and mobile conveyors, those which are equipped with wheels or casters. With perhaps one exception—chutes—all the kinds of conveyors discussed here are available in both portable and mobile types.

Gravity Conveyors

The various types of gravity conveyors are too well known to require detailed treatment. However, I mention them because sometimes the simple devices are overlooked in solving a problem.

Barrel skids and short sections of both wheel and roller conveyors have long been standby equipment with truckers. Normally they are used to lower packages. But a



Spring belts on cast aluminum rollers make light unit which curves to 90 deg

special wheel or roller section equipped with "male grab hooks" to prevent slipping also is applicable to unloading of cars and trucks.

Where portability is an important factor, wheel and roller sections can be purchased which are made of lightweight metals. For example, a 10-ft conveyor section 12 in. wide and having 12 wheels per foot weighs 78 lb in steel and 42 lb in aluminum. Comparison between a roller section 10 ft long in steel and one made of Dowmetal shows the former weighs 160 lb, the latter 68 lb. The shielded aluminum conveyor has special applications in the food industry and a 10-ft section weighs only 16 lb.

Because of their flexibility, the units can be changed easily to provide wide or narrow sections. Be-

cause of their light weight, live rails offer real advantages for temporary installations. Disassembled, the components take up very little space.

When light-weight stands are used, the conveyor sections can be removed easily and stored on hangers or stacked one section on another. Of course, the shorter the sections (most manufacturers offer 5-ft lengths as well as 10-ft units) the lighter the load. This may be offset by having to use more supports—one at each end of a line and one at each junction point.

Portable stands, because they are not attached to the sections, can be moved about freely. In contrast, fixed castered supports provide mobility. However, the sections take up the same amount of space whether stored or in use. However, types of supports which are collapsible enable the sections to be piled one on top of another when they are inactive.

One should pay particular attention to type of coupling when selecting gravity conveyors. So-called "universal" connectors are preferable because the units can be joined together without regard to matching the ends. This is especially true where curves make up part of the system and may have to be used both as right and left curves.

Powered Belts

Of course, sections of powered belt conveyors can be mounted on

fixed castered supports, but where quick shifts are to be made and changes from horizontal to inclined travel a frequent requirement more specialized units are indicated. A great variety of these machines are on the market.

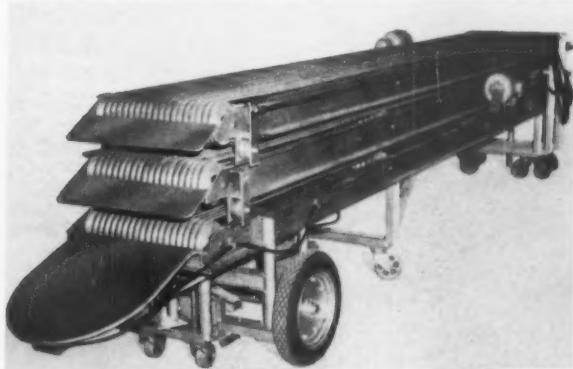
Some can be purchased either as portable units or mounted on hydraulically adjustable stands. The type that is foldable is a real space-saver. When a mobile conveyor is so constructed that it pivots about an axis located at the lower or feed end, there is only a slight variation in the height of that end above the floor as the elevation changes. This is not true when the axis is at or near the center so provision is made to raise or lower the axis as required.

The conveyor with an adjustable boom is a valuable tool for reaching into a carrier or over a pile of merchandise. The base or stand must be so constructed that the end of the conveyor extends beyond the supporting member.

One of the secrets of successful conveyor operation is the selection of the right belt. In addition to cotton belts, most manufacturers offer rough top belts or cleats so that greater angles of elevation can be used. The chain conveyor fitted with lugs is intended for use in loading ships, but could be adapted to other situations where a mobile unit must handle a variety of products.

A portable or a mobile conveyor
(Please Turn Page)

Telescopic conveyors have advantage of storing in small area while giving mobility of fixed stands and wheels



Powered belt conveyors frequently are mounted on fixed castered supports. They are particularly suited to bags



Check Chart of Conveyors

MOVABLE (PORTABLE OR MOBILE) CONVEYORS	REPRESENTATIVE PRODUCTS HANDLED					TRANSPORTATION (CARRIER) APPLICATIONS						WAREHOUSING APPLICATIONS					
	CARTONS BOXES		CRATES		DRUMS - FIBER KEGS - STEEL BARRELS	BAGS - PAPER BALES - TEXTILE		TRUCKS & TRAILERS LOAD UNLOAD		BOX CARS & REEFERS LOAD UNLOAD		TRUCKS & TRAILERS LOAD UNLOAD		BOX CARS & REEFERS LOAD UNLOAD		METHOD OF OPERATION	
Short Gravity Sections								✓	✓					✓✓	✓✓	PP	PP
BARREL SKID ¹ PLAIN CHUTE ² WHEEL SECTION ^{3,4} ROLLER SECTION ^{5,6}	✓✓✓	✓✓✓PP	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓	PPP	PPP
Temporary Lines of								✓	✓								
WHEEL SECTION ⁷ ROLLER SECTION ⁸ HORIZONTAL BELT SECTION ⁹	✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Movable Powered Belt Unit (ADJUSTABLE ELEVATION)																	
SINGLE UNIT ¹⁰ MULTIPLE UNITS ¹¹ COMBINED WITH WHEEL SECTION(S) ¹² ROLLER SECTION(S) ¹³ HORIZONTAL BELT SECTION(S) ¹⁴	✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓

- Distribution Age will forward your name to manufacturers of this type of equipment if you Circle No. 113 on Card Facing Page 51.
- For information Circle No. 114 on Card Facing Page 51.
- Products must have at least one flat firm side and six wheels (three shafts) under smallest package.

- For information Circle No. 115.
- There must be three rolls under smallest package. Paper bags are better on wheels than rollers.
- For information Circle No. 116.
- For information Circle No. 117.
- For information Circle No. 118.

- For information Circle No. 119.
 - For information Circle No. 120.
 - For information Circle No. 121.
 - For information Circle No. 122.
 - For information Circle No. 123.
 - For information Circle No. 124.
- P. Possible but rather exceptional

...Movable conveying equipment

(Continued from Preceding Page)

must be selected as carefully as any other type of handling equipment. Thought must be given to such factors as wheel and roller spacing and the adaptability of the equipment to the products.

Conveyors That Expand

The accordian type of conveyor is not only flexible (it can be made to take up to 180-deg turns) but also expands and contracts. It is available only in the gravity roller variety.

The telescopic conveyor, on the other hand, is offered in both wheel and roller models. It is obvious that the telescoping feature is limited to straight sections but the manufacturer offers a full line of mobile curves, switches, etc.

If the product is unsuited to gravity units, an expandable powered belt conveyor may do the job. This mobile machine comes in two models referred to as one-way and two-way stretch.

Although these extendable conveyors find their widest application in connection with loading and unloading carrier operations, they can be adapted to many other uses.

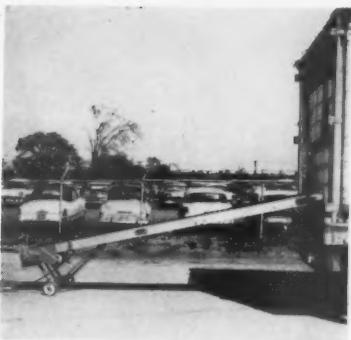
Check Chart of Conveyors

The accompanying check chart has been prepared to serve as a guide to the products handled by and the operations applicable to movable conveyors in the transportation and warehousing fields.

Pieces of equipment shown in the lefthand column, while they

can be used singly, can also be combined in various ways. For example, sections of wheel conveyors can be joined together to run from a storage area out onto a platform. Then if any elevation is required, a powered belt may be included in the line. Further, in considering conveyors which are to operate in boxcars and reefers, if one wants to have full flexibility, curves or switches are required if the lines are to reach the two ends of the car.

The check chart should prove particularly helpful in situations where on occasion a variety of products or operations are involved. The equipment which meets the differing requirements can be selected easily. ●



For successful conveyor operation the correct belt must be selected



A mobile conveyor must be selected with same care as other equipment



Magnets are used with belt conveyors when metal parts are to be carried up a steep incline. The examples shown (above and below) are made from lightweight metals



Warehouse handles distribution for home economics class

Southern rural electric cooperatives have joined forces to put modern appliances in classrooms with the help of this warehouse

THE KENTUCKY association of rural electric cooperatives, working in conjunction with a public warehouse, has organized a plan to aid in the progress of home economics instruction.

The Kentucky electric cooperatives and five major appliance manufacturers joined to adopt a plan to supply 968 modern electrical appliances at no charge to 145 schools in 112 of the 120 counties in the state. They alternately furnish different appliances each school year.

For example, one manufacturer delivers a dishwasher, another supplies an electric range, others furnish a refrigerator-freezer, a washer, and dryer. The cooperatives purchase the

appliances and arrange for their distribution into the various schools. Because efficient distribution is necessary to make the plan effective, public warehousing was chosen to handle distribution. The Louisville Public Warehouse Co. is responsible for storage and distribution.

Home economics students have the advantage of working with modern equipment. The cooperatives run the program on a break-even basis, in fact, after a year of use, the equipment is offered for sale to parents of students and school officials in an effort to regain expenses. At the end of the year the whole chain is reorganized and new appliances are installed. •

Five major appliance manufacturers supply 968 modern appliances to 145 Kentucky schools in 112 of the 120 counties for use by classes



ASME reviews MH equipment at annual meeting

Several papers delivered at Annual Meeting of American Society of Mechanical Engineers highlight industry strides in fields of special attachments, safety, and amortization

THE ANNUAL Meeting of the American Society of Mechanical Engineers was held at Atlantic City recently.

While many of the approximately 520 papers delivered during five days of meetings dealt with such subjects as how to increase the supply of water to generating stations at Niagara Falls, a number were concerned with several pressing problems in the materials handling and related industries.

This article is based on excerpts from seven industry-oriented talks presented at the Annual Meeting.

Irving M. Footlik spoke on palletless warehousing as applied to case goods. Footlik is president of Irving M. Footlik and Associates. He pointed out that in materials handling with the constant increase in the cost of labor, even the handling of pallets is a problem. Footlik illustrated a palletless concept.

Palletless Concept

It is divided into three phases: loading and unloading railway cars, loading and unloading highway trucks, placing cases in stock ready for order picking and removal of stock from order-picking area. The concept centers around a lift truck with a front-end take-it-or-leave-it attachment designed around the principles of the hu-

man hand, but instead of five fingers or forks, there are eight. Of the eight, the two outer forks are higher than the rest which float on a loose bar and have the flexing action as the fingers of a hand.

Full tapering of all the forks so that each finger touches the ground makes it possible to drive under a load using the two outer forks for chisel action. A palletless finger rack is designed around the cantilever principle.

Footlik told the assembly about a lift truck attachment designed as a combination fork and clamp model. Two arms have a rubber-faced surface and can be tilted from a flat position to a right-angle position for use as clamp arms or as a standard fork in the flat position.

As merchandise comes into the warehouse, it can be set directly on four-wheel trucks and taken to the storage point. It is removed from the truck either by means of the finger truck which places the load directly on the bed of the racks or on the floor directly underneath the first bed of the rack. It can be taken with the same finger truck and placed directly upon a bulk load pile.

It is removed from this same pile and dropped to the ground for order picking by means of the turn-a-fork attachment on the lift

truck. At this point the arms are turned upright and used as a clamp so that whatever number of cases is desired can be dropped directly to the floor in position for the order picker.

In some instances ordering is being done in layer quantities, and the same lift truck removes cases from the bulk area in layers and places them upon the four-wheel truck.

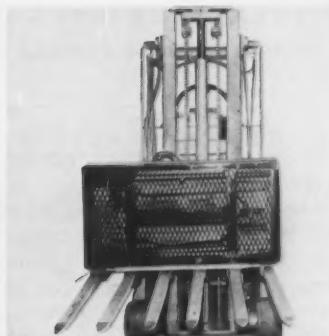
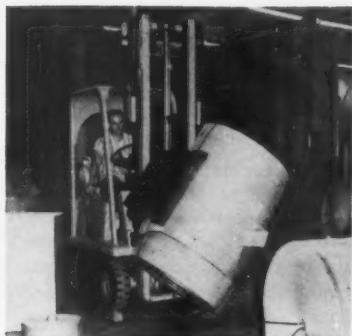
Manipulator

A talk on the manipulator: its design and application was given by **J. C. Somers**, president of J. C. Somers and Associates. "Because of advances made since 1950 in the design and fabrication of manipulators," Somers said, "engineers concerned with selection, application, and construction have available drawings of various types of grabs, tongs, and lifters.

"However, if this is the case or if a new and radical approach is necessary, complete data are required to solve problems of this type."

Such elements as material, dimensions, description of functions to be performed and processes and operations, possible changes in object to be handled, equipment available, labor limitations, and clearance facts should be questioned.

"The serious question," he stressed, "is to find where the problem is. A series of operations such as storage, rotating, pickling, upending, and furnace loading may reveal high labor cost, bottlenecks. It is only by detailed study of what is done, how it is done, and a measurement of each function that evaluation of proper equipment can be made. . . .



Above Right: Special attachment with wide shifter and multiple forks for use with the take-it-or-leave-it pallet system. Center: Trailer with ribbed deck for handling of stock without pallets. Left: Paper rolls handled easily with this attachment which revolves 180 deg. Handling cycle unloads, stacks, and delivers

"Frequently the study may start with initial operations in a process and end with shipment of a finished product weighing several tons."

Somers feels that many handling problems which would lend themselves to manipulator solution are inadequately solved due to a lack of methods study or lack of such study in a comprehensive manner.

Creative engineering: new dimension in materials handling was discussed by C. William Drake, president of Lehigh Warehouse and Transportation Co. Drake said that "the materials handling engineer who really wants to make a contribution has to look . . . at the total cost of getting a product from the end of the assembly line to the ultimate consumer. The materials handling engineer becomes involved . . . in the total distribution operation and in the relation of distribution to purchasing, production, sales, accounting, and other functions of the business."

Creative Engineering

Drake spoke of a general framework within which creative engineering makes its contribution. "In terms of the requirements of the business and the total range of available techniques, it (creative engineering) looks at the over-all problem of getting products from the assembly line to the customer. Creative engineering seeks solutions in terms of over-all concepts. . . . The creativity of the materials handling engineer is not limited or defined by the

kind of hardware he uses, because many optimum solutions involve less hardware than do inferior solutions."

Fred Schneider, who is assistant comptroller of United Merchants and Manufacturers, Inc., discussed amortization and determination of savings of materials handling features. On the subject of attachments, Schneider began: "The most common method used is the repayment period which we get by dividing the yearly savings by the original investment. This method . . . understates the savings that can be obtained, in the addition to which it does not take into account the principle of cash flow.

"Another method . . . uses the average investment as differentiated from the original investment. . . . The third method, which is the best one, . . . considers discounted cash flow. By that we mean we try to amortize or repay only the investment which is actually outstanding from time to time over the life of a project"

Schneider said that it is very important in modern manufacturing to assign overhead on the basis of machine hour, rather than labor dollars.

Jervis C. Webb delivered a paper on safety in materials handling. Webb is president and general manager of Jervis C. Webb Co. He gave the following hints.

Use guard rails. Interlock conveyors electrically to prevent jamming. Watch design of transfer points from one conveyor to another as here lies the possibility

of pinch point and dangerous free materials. Make sure supports, particularly for portable conveyors, are substantial to support without tipping under loads.

Leave space for maintenance. Provide visibility so oncoming loads may be seen and up high, provide guarded catwalks. Wherever wall or floor openings occur, guard well with rails—these are dangerous points. Provide inspection doors and peep holes where conveyors are enclosed. Make proper provision for crossovers, aisles, passages, leaving ample clearance and headroom. With paint, signs or lights, clearly define these ways of travel. Keep takeups properly adjusted; examine periodically cottered connections and couplings for weaknesses. Replace worn parts. Related structures such as tunnels, pits, hoppers, chutes, where conveyors are used, should be considered in the overall safety design.

General Safety Rules

General safety rules might be built around these admonitions: Obey rated load signs. Mark stop and start stations clearly and make them easily accessible, and so that they provide a clear view of the conveyor. No riding on conveyors, no stepping on conveyors. Do not service conveyors unless on regular maintenance crew. While servicing, stop the conveyor and lock out normal starting push-button stations. In case of overload cutouts, locate jam and use

(Please Turn Page)

ASME Reviews . . .

(Continued from Preceding Page)

lockouts before starting or servicing.

Have a number of push-button stop stations along a conveyor line. Insist on electric ground wires, particularly on portable conveyors and systems operating in the outdoors or in damp places. Insist on heavy, high-quality, electrical equipment. Stay on the high side of electrical codes.

Plant Safety

Planning safety into the plant layout was the topic of discussion by **J. Wellington Hall**. He is with Westinghouse Electric Corp. as supervisor of materials handling, equipment, and methods. He pointed out that a safety program is as good as management

wants it to be. Employes, Hall feels, have as much respect for safety rules as their supervisor and no more.

He warned the group not to let preconceived ideas dictate their thinking. "According to various company estimates," he said, "materials handling is responsible for 20 to 40 per cent of the manufacturing dollar spent. It is acknowledged that here lies the very fertile field for cost reduction."

Continuing on the safety theme was **Walter J. Byrne**, president of the company bearing his name. His subject was An Engineering Approach to Safety in Materials Handling.

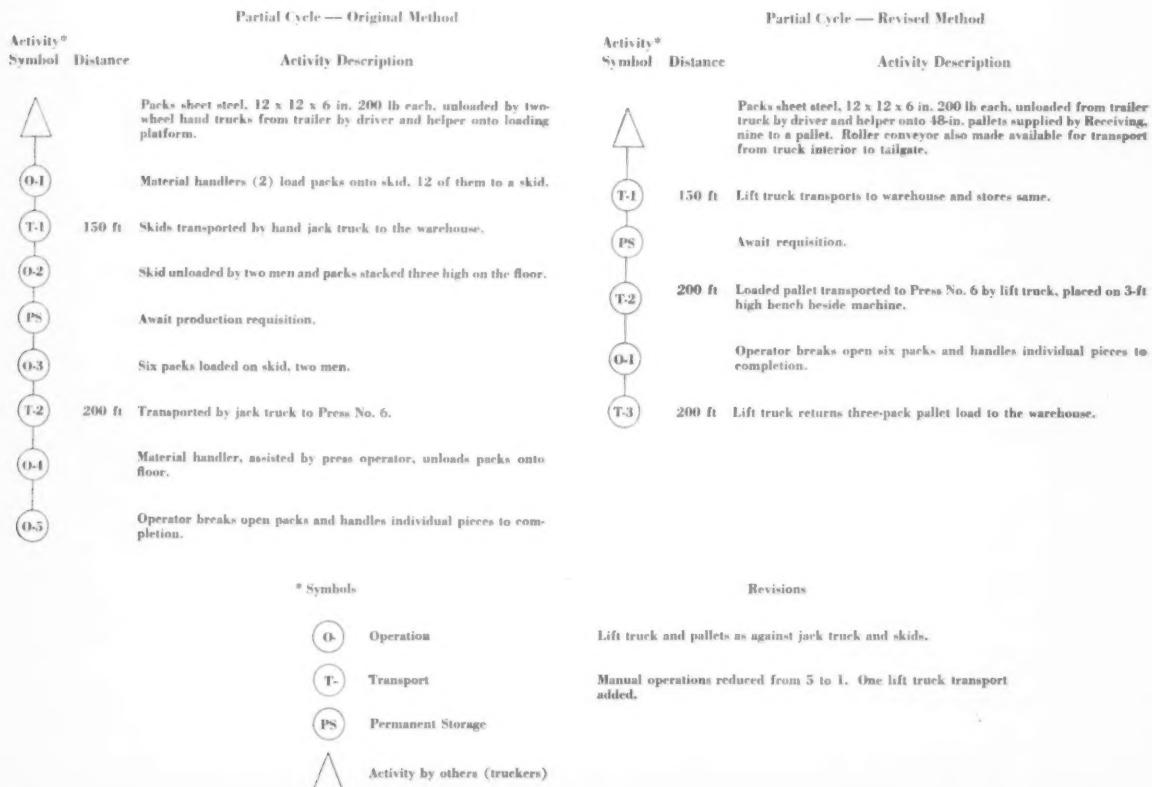
"The handling of materials is the principal single source of

work accidents and injuries in American industry," said Byrne. "Despite great strides made in the past few decades in the broad field of industrial-accident prevention, materials handling accidents, and injuries are a recurring problem.

"A recognized aim of a good industrial safety program is to build in accident prevention measures, both in work procedures and physical facilities and . . . greatly minimize the unpredictable human factor inherent in all of us. An important axiom of efficient materials handling often has been stated as: Efficiency in moving materials is best obtained by not handling them.

"Perhaps safety people should enthusiastically embrace continuing dissatisfaction (in respect to) materials handling. Fact-finding and analysis is a blueprint to point the way," Byrne told the meeting. •

Flow Process Chart for a Metal Working Concern



Speaking before the recent Air-Conditioning and Refrigeration Industry Conference, Harold J. Humphrey took note of the 30th anniversary of the introduction of frozen foods. He spoke of the pioneering spirit which produced early experiments. Instead of just fighting for retail shelf space, frozen foods had to build an entirely new distribution system. "It meant providing freezer space in stores. It meant providing new refrigerated warehouses capable of holding frozen foods. It meant providing trucks and railroad cars which could maintain frozen foods at zero degrees. And most important of all, it meant selling a new idea to the consuming public." In the excerpt of his speech printed below, Humphrey points out the need for cooperation throughout distribution if quality is to be maintained.

IN 1939 the industry packed 325,000,000 lb of frozen food. In 1958, production of frozen food was running at the rate of from six to seven billion pounds valued at two-and-a-half billion dollars.

From one packer thirty years ago, the number of processors has grown to thousands.

Now what are the implications of this tremendous increase . . . ? Obviously, it means there must be some standards for their handling. And when we in the industry talk about handling frozen foods, we mean handling at zero degrees. Too many people think that because a food package may be cold, hard, and 32-deg F, it passes muster as a properly controlled frozen food. This is not so.

The quality of frozen foods suffers when exposed to elevated temperatures for varied periods of time. True enough, there are variations in characteristics among the hundreds of foods frozen. But the loss of quality at temperatures above zero varies with the product.

One Temperature Needed

It was apparent early in the game that for distribution purposes, zero was the best temperature to use for all products. It would not be feasible to distribute at several different temperatures.

A great deal of research has been done on the subject of temperatures as they affect the quality of foods. Most important has

Temperature holds key to frozen food quality

Zero is the best temperature for handling frozen foods throughout the distribution cycle. An all-industry task force is working to hold this level

been the excellent work started in 1948 and continued since at the Albany California Laboratories of The U. S. Department of Agriculture.

This project is known as the Time-Temperature Tolerance of Frozen Foods. Its purpose was to develop comprehensive information on the effects of temperature hazards on color, flavor, vitamin content, and other quality factors of frozen foods. The results of this work have been published in a series of technical papers now totaling 19.

After publication of these studies, another major development took place in the industry. An all-industry task force was formed whose aim was the encouragement of maintaining proper temperatures throughout the distribution cycle—from the processor to the retailer.

The National Association of Frozen Food Packers spearheaded this movement. Representatives from government, railroads, truckers, distributors, retail grocers, food chains, warehouses, the Florida Citrus Commission, and the National Fisheries Institute . . . are all part of the all-industry task force.

Uniform Code

In May 1956 the Association of Food and Drug Officials of the U. S. invited the National Association of

Frozen Food Packers to work with them on the development of a uniform code covering not only the maintenance of temperature, but standards of sanitation, performance and quality.

I believe our transportation companies do a good job in moving frozen foods. However, a truck or railroad car is only the beginning of the distribution pattern.

The more movement from place to place, the greater chance for temperature variations. Most likely elevated temperatures will result.

What does this proposed uniform code really try to do? It has one objective—that is, to see that all frozen foods are handled at temperatures which will protect the high quality of foods preserved by quick freezing. It proposes that the handling of frozen foods at zero throughout the distribution cycle will maintain quality and keep the consumer coming back for more.

Where are we now as far as frozen foods are concerned?

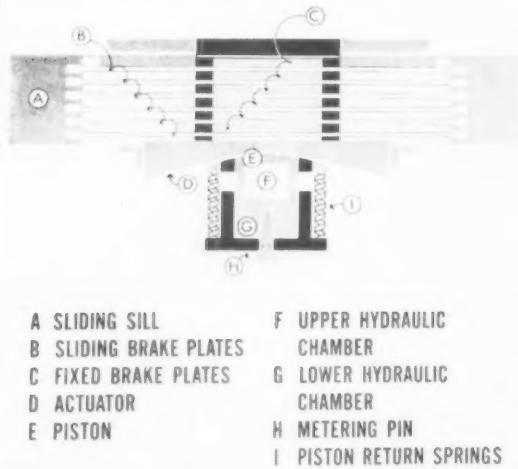
Warehouse Census

The U. S. Department of Agriculture's biennial warehouse census, last compiled in 1957, showed there were about 333,000,000 cu ft gross in zero-and-below storage space. Ten years ago only 145,000,000 cu ft existed.

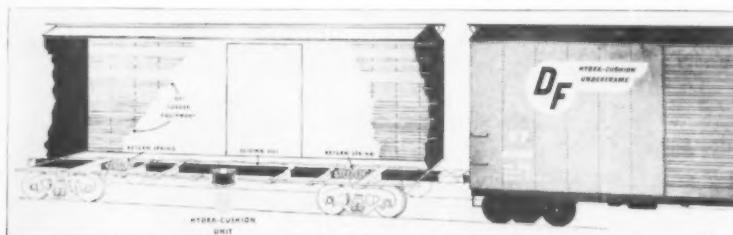
There are about 34,000 refrigerators.
(Please Turn to Page 92)

Taking the kick out of

DETAILS OF HYDRA-CUSHION UNIT



In hydra-cushion the build-up of hydraulic pressure under the piston squeezes fixed and sliding plates



SP underframe has sill running the length of car. Return springs restore car, sill to normal position

Hydra-cushion results are shown in this table prepared by the SP's Specialized Operations Department

	No Exceptions	1-3 Cases Bad Order	4-7 Cases Bad Order	8-10 Cases Bad Order	11-20 Cases Bad Order	21 or More Cases Bad Order	Sub-Totals
CANNED GOODS	390	86	37	20	24	19	576
WATER HEATERS	89	14	6	3	—	1	113
STOVES & RANGES	49	—	—	—	—	—	49
PAINT	36	3	4	—	3	—	46
WINE	24	0	2	—	3	4	42
TINPLATE	127	2	1	—	—	—	130
MERCHANDISE	20	—	1	1	2	—	24
MISC. COMMODITIES	1,181	94	26	14	31	28	1,374
TOTALS	1,916	206	77	38	63	52	2,354

CANNED GOODS

ALL CARS RECEIVED UP TO DEC. 31, 1958

576 Cars, total shipments.
390 Cars, without exceptions.
86 Cars, 1-3 cases bad order.
37 Cars, 4-7 cases bad order.
20 Cars, 8-10 cases bad order.
24 Cars, 11-20 cases bad order.
19 Cars, 21 or more cases bad order.

1,916 Cars, or 81.4% without exceptions.
386 Cars, or 16.4% breakage exceptions 20 cases or less.
52 Cars, or 2.2% breakage exceptions 21 cases or more.

freight car impacts

Shippers frequently get together to discuss damage in transit. Recently the men who are designing rail cars of the future took up this discussion at The American Society of Mechanical Engineers' meeting. Here are excerpts of five talks

"An investigation was made by the Transportation and Packing Survey, an activity sponsored jointly by the railroads . . . and the Fibre Box Association, into the causes and extent of damage to rail shipments of goods packed in fibre boxes . . . According to the report, goods packed in fibre boxes and other containers account for one third of all damage-claim payments while earning only one fifth of the gross freight revenue.

"Of this class, juices and miscellaneous foods in tins, packed in fibre boxes were the most critical. . . .

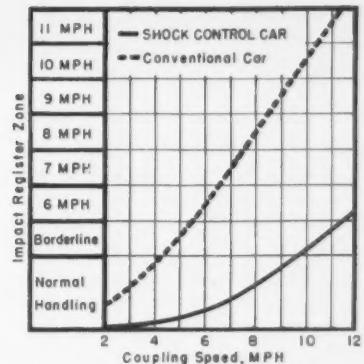
"During the development of our original 8-in. travel, cushion underframe car, numerous impact tests were made. . . ."

Peterson listed nine conclusions reached through these tests:

"1. Basically the problem . . . is one of limiting the compressive forces occurring between lading and the car to values which do not exceed the compressive strength of the lading.

"2. The factors which affect unit lading forces and, therefore, damage are the cushion force, the weight of lading and car body, the resilience and internal friction of the lading, the number of load subdivisions used, and the area of lading in contact with an end wall or load subdivider.

"3. The potential for reducing peak lading forces in a resilient carton goods lading within present 10-in. cushion travel limitations



...Freight car impacts

(Continued from Preceding Page)

in this case; and a sharp reduction in coupler force is not necessarily reflected in a proportionate reduction in lading force and damage.

"4. The optimum reduction in lading force by means of cushioning is not obtained until travel in the neighborhood of 30 in. is used. . . .

"5. The relation between the resilience and internal friction in a load is of great importance in determining if the lading will respond to impact with a surging type of force. . . . As we subdivide a load, we increase its rigidity without a corresponding increase in its internal friction, which changes its response from a non-surging to a surging characteristic. This is why subdividing a load does not reduce forces in a direct proportion to the number of subdivisions used.

"6. Conversely, if the car bounces or pitches during impact, . . . this vertical motion tends to disrupt the normal friction in a load, again changing the relation between resilience and internal friction so that a surging type of force response, with increased damage, results.

"7. The potential for reducing peak lading forces in a rigid load,

such as clay products, is excellent within present 10-in.-travel limitations. Thus, we can artificially rigidize a resilient carton load by subdividing it so that 10 in. of cushion travel can effectively reduce lading forces. To prevent damage to bottled goods at 10-mph impacts, however, a combination of six equal compartments and 10 in. of cushion travel for a 40-ft boxcar would be necessary.

"8. With 30 in. of cushion travel, load subdividing and similar methods of securement are unnecessary, providing greater flexibility and economies in loading practices.

"9. Although 30-in. travel cushioning extends protection to a carton lading, all other less critical types of lading are also protected."

The hydrcushion underframe was discussed by S. M. Houston, general superintendent of the Mechanical Department, Southern Pacific Co.

"This underframe was developed as a result of our dissatisfaction in the capabilities of existing draft gears and cushioning devices to protect fragile lading under present-day operating conditions," he said.

Speaking of a research project initiated by the Southern Pacific

and carried out by Stanford Research Institute, Houston said:

"As a result of this cooperative research program, the hydrcushion design was developed. This program . . . was culminated in 1956 with the construction of 350 boxcars equipped with this device. . . .

"The major components of the hydrcushion gear are the sliding draft sill with centering springs, the friction plates and the hydraulic cylinder. The sliding draft sill extends the entire length of the car and is provided with a standard draft-gear pocket and coupler at each end.

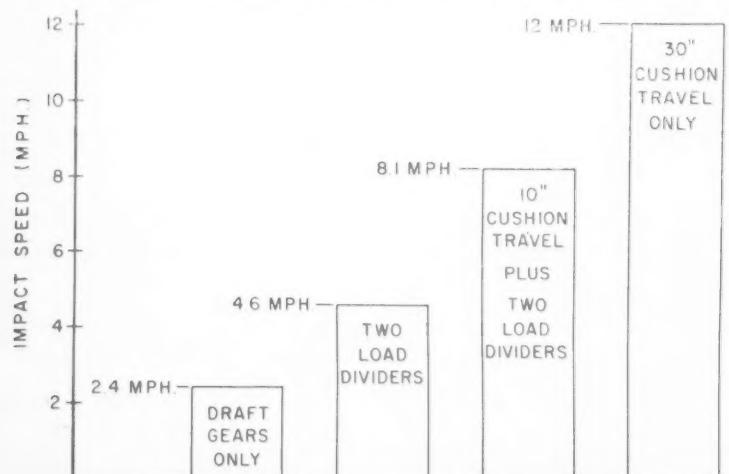
"In the center of the sliding draft sill is a set of flat plates and an inclined plane which are attached to and move with the sliding draft sill. The friction brake is a stack of intermeshed plates which absorbs the impact energy. One half of the plates are attached to and move with the sliding draft sill. The other set of plates is stationary and is attached to the center sill of the car underframe. The contact pressure between these stationary and moving plates is controlled by the movement of the sill and resultant pressure in the hydraulic cylinder.

"The hydrcushion gear is designed to resist impact loads by dissipating the energy in the friction plates and imparting a low, uniform acceleration to the car structure and lading. The gear is designed to absorb 200,000 to 250,000 ft-lb with a maximum force in the sliding sill of approximately 300,000 to 400,000 lb. This is compared with a capacity of about 23,000 ft-lb for the conventional friction draft gear with sill loadings in the same range. . . .

"Unfortunately, the conventional draft gear has been limited historically to a movement of $2\frac{1}{8}$ in. for the standard friction-type gears and up to $3\frac{1}{2}$ in. for rubber gears installed in the standard $24\frac{5}{8}$ -in. draft-gear pocket.

"Recent developments have established a somewhat longer travel of $4\frac{1}{2}$ in. in the larger 36-in. draft-gear-pocket design. While this increase is desirable it still does not afford sufficient protection for many commodities. . . . The desirability of long travel in

Impact speeds for which various arrangements of draft-gears and other devices will offer complete protection to cargoes of bottle products



cushioning devices was taken into consideration when designing the hydrcushion underframe and a 10-in. sliding draft-sill movement in each direction was provided, supplemented by the 2 $\frac{1}{8}$ -in. travel in the conventional draft gears. . . .

"Another characteristic . . . is the elimination of recoil forces with the hydrcushion underframe as compared with the other designs tested. This absence of recoil is the result of the dissipation of energy during the shock-absorption cycle. With the hydrcushion design there is no stored energy, except in the low-capacity return springs, which must be relieved after the end of the impact stroke.

"A third directional force which must be considered is the vertical component which can be a substantial contributing factor to lading damage.

"When designing a shock-absorption system for railroad cars, any increase in uncontrolled slack or free motion within the assembly must be avoided. Otherwise, problems of smooth train handling, particularly in rolling terrain, will be aggravated. This points out the desirability of the sliding-draft-sill construction in obtaining long travel during the cushioning cycle.

"While the application of the hydrcushion equipment increases the initial cost of the freight equipment . . . , the improved performance and reduction in freight-claim damage, with the attendant improvement in shipper relationship, fully justifies the added cost."

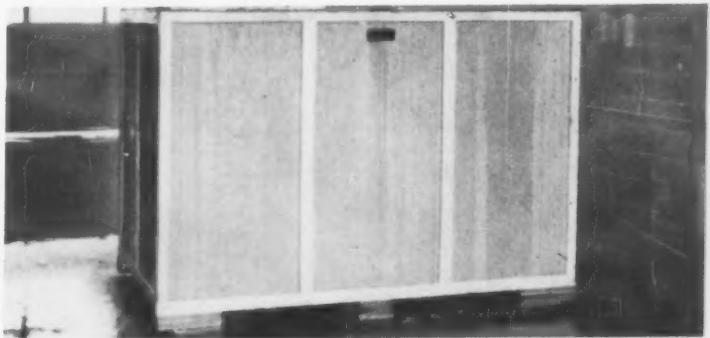
T. T. Bickle, general manager, Mechanical Department of the Atchison, Topeka and Santa Fe Railway, spoke on the Shock Control Freight Car.

"Throughout the years," Bickle said, "the Santa Fe has used or investigated the various types of draft gears . . . , as well as cars equipped with sliding center sill arrangements and, while it was found that some gave better protection to lading than others, actual experience in service indicated that none of them gave sufficient protection to certain types of commodities. . . ."

Based on this experience, the
(Please Turn to Page 61)

Mover demonstrates packs for overseas shipments

Transportation officials from the armed forces and State Dept. watched new water-proof packs stand firm under rugged tests



Waterproof sea vans were tested two hours in this trailer washing machine which was a part of Neptune World Wide Moving's exhibit



Water test on air vans lasted 45 min. It's a wood and fibre container. Test was designed to simulate usual rain-wind conditions

Air van shown here after water test. Van is intact, contents are dry and undamaged. Air van is smaller than sea van, but as rugged





NEW PRODUCTS

.... FOR FURTHER INFORMATION

All-Steel Hand Truck

A light-weight, all-steel welded utility truck is in production at Fairbanks Co. The one-piece frame with truck-wide, full-sized handle permits



holding or moving the truck with one hand leaving a hand free for opening doors, pushing elevator buttons, or pulling door cords. Curved crossbars facilitate handling of round objects.

Circle 30 on Card, Facing Page 51

Electric-Timed Lights

A small and versatile automatic light-operated switch is announced by Schacht Electronic Mfg. Co. The little unit can be installed inside or out and included in existing light fixture canopies, outlets boxes, or in

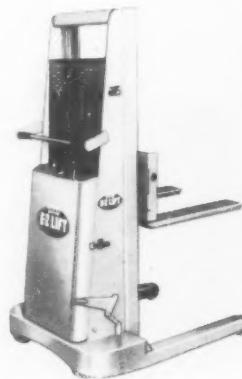


conjunction with mercury plunger-type relays for the control of heavier electrical loads. The switch is designed to turn on at dusk and off at dawn, giving protection to dock areas, parking lots, and outdoor display areas. Operation is not affected by weather or temperature.

Circle 31 on Card, Facing Page 51

New Line of Lifts

Among the 35 new lifts in production at Crown Controls Co., Inc., is this model available in lifting heights of 54, 64, 74, and 84 in. with 1500-lb capacity. The lifting forks are ad-



justable from $\frac{3}{8}$ in. inside to 25 in. outside and they lower to the floor to allow use of any type pallet or skid. Other features include dual foot operated floor locks, dual lifting chains, rear swivel casters. Other models are available with hand-hydraulic systems.

Circle 32 on Card, Facing Page 51

Air Staple Gun

A new air-operated staple gun from Fastener Corp. drives long, heavy staples into hard materials at



low air pressures. The tool operates at pressures as low as 50 lb and drives staples with no recoil. Loading is done at the front end. The gun weighs 5 $\frac{1}{2}$ lb.

Circle 33 on Card, Facing Page 51

Drum Lifting Attachment

Lifting metal drums of any size is done easily, quickly, and safely by one man on a fork truck, claims Modern Light Metals, Inc. The lifter is designed to handle open or closed drums



weighing up to 2000 lb without tearing or marring the drum. Without leaving his seat, the operator can select and lift a drum through a space wide enough to admit the forks. The jaws are designed so that the drum will not shake or jolt loose.

Circle 34 on Card, Facing Page 51

Clamp, Lift-Arm Helper

Another new attachment is part of the front-end line available with Kwik Mix Co. lift trucks. The attachment is a combination lift arm and



hook, lift arm and pallet fork, and vertical clamp arms. Safety springs on the arms prevent pressure damage.

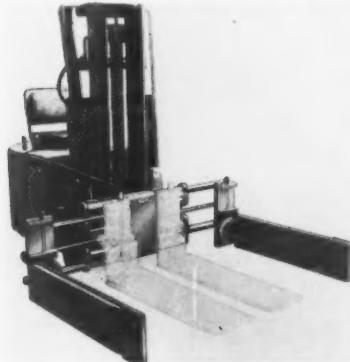
Circle 35 on Card, Facing Page 51

and EQUIPMENT

PLEASE USE READERS' SERVICE CARD • • PAGE 51

Side-Shift Load Grab

A side-shift load grab now is available from Lewis-Shepard Products, Inc. The lift truck can handle unit loads with or without pallets. In the clamping position, they grip two or four drums, heavy cartons, bales,



crates, or kegs. By lifting a pin, the arms lay flat and can be used as forks to handle pallets. With the side shift load grab exact positioning can be obtained. Gripping surface is hard, smooth rubber bonded to steel sheets which can be replaced quickly.

Circle 36 on Card, Facing Page 51

Bright Color Work Glove

The Granet Corp. has announced a new work glove which provides spot identification for workers involved in

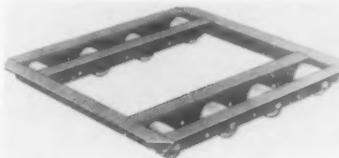


hazardous applications or where signalling is necessary, such as directions to crane operators, plant traffic control.

Circle 37 on Card, Facing Page 51

Frame Pallet Dollies

Steel frame pallet dollies for straight line push and 360 deg movement speed handling of palletized loads in warehouses and quickly load and unload trailers and freight cars.



Goods are kept on the move in areas where fork truck cannot travel. Aluminum rollers with annular ball bearings glide the dollies on their way. Nutting Truck and Caster makes it.

Circle 38 on Card, Facing Page 51

Shock Detection System

A simple and dependable shock detection system offered by Inertia Switch, Inc., protects shipments of delicate equipment and fragile instruments in transit. It has only one mov-



ing part—an indicating ball. The ball is held in center position by a controlled magnetic field. A shock greater than the allowable maximum will dislodge the ball from the center and trap it against the edge of the circle.

Circle 39 on Card, Facing Page 51

Rail Car Puller

A car puller developed by Stephens-Adamson brings the power of a locomotive, claims the manufacturer, to one man car spotting jobs. No ropes snag, the wire rope dead ends directly



into the drum. A clutch operated by hand wheel allows the drum to be released and turn freely in playing out rope. The clutch is easily engaged to pull a rated load. The operator does not maintain tension or coil rope.

Circle 40 on Card, Facing Page 51

New Ice Melter

A new ice melter is announced by Chem Industrial Co. It is made of aerated crystalline chips which generate heat immediately upon contact with ice and snow. It is pure white and will not discolor or damage any surface. You can apply it by hand, shovel, or spreader. It leaves no residue.

Circle 41 on Card, Facing Page 51

Floor Repair Material

For long wearing repairs, as well as clean appearance, The Monroe Co., Inc., announces floor repair material which resurfaces or patches worn



concrete. According to the manufacturer, such patching can be accomplished in minutes, it is not necessary to close down an area to patch.

Circle 42 on Card, Facing Page 51

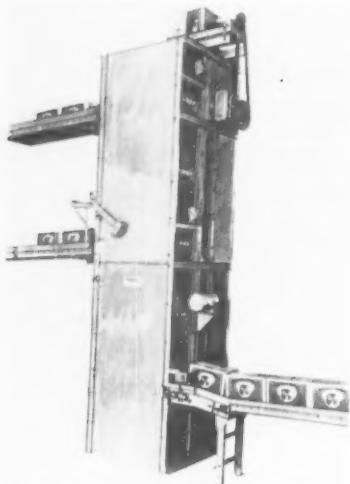
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New Products and Equipment

(Continued from Preceding Page)

Vertical Conveyor

An index-type case vertical conveyor is available from Alvey Conveyor Mfg. Co. It automatically receives, spaces, transports, and dis-

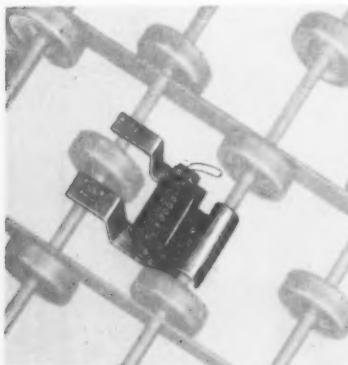


charges individual packages at a rate of up to 20 cases per minute. The conveyor is made to handle either one or two packages per carrier at a vertical speed of 90 fpm. It occupies only 4 sq ft of floor area.

Circle 43 on Card, Facing Page 51

Mechanical Case Counter

A mechanical case counter for use with gravity wheel conveyors made by Rapids-Standard Co., Inc., is now available. The unit is capable of counting up to 99,999. It is installed from the top of the conveyor and



will fit any standard straight section or curve of wheel conveyor on 3 in. centers except conveyor 24-in. wide with 28 wheels per foot. In all installations there must be a 2 in. separation between cartons to get an accurate count.

Circle 44 on Card, Facing Page 51

Graphic Visual Control

A kit containing material for planning a graphic visual control has been assembled by Graphic Systems. The package of visual aid information gives suggestions for picturing



facts graphically for production, scheduling, inventory, maintenance, and other applications. Information is written or typed on cards. They are posted by anchoring their four corners in stamped grooves on the metal board.

Circle 45 on Card, Facing Page 51

Remote Tabulation

This light-weight portable 10-key keyboard can be used for all types of remote numerical work transmission and inventory calculation. The keyboard, a product of Victor Adding Ma-



chine Co., enters information serially as with any 10-key accounting machine. The data can be received by an adding machine, calculator, printer, or solenoid activated business machines, tape punches, or other recorders.

Circle 46 on Card, Facing Page 51

Polyethylene-Coated Kraft

Polyethylene-coated corrugated has a glossy, non-abrasive liner surface that will not scratch or mar package contents. It has good moisture and grease resistance according to USI Industrial Chemicals Co. You may be able to benefit from polyethylene-coated kraft in bulk shipments of meat, shipments of furniture, or in construction forms.

Circle 47 on Card, Facing Page 51

Bulk Trailer Line

Standardization of its line of bulk transports now makes it possible for Fuller Co. to offer bulk trailers in two basic types: self-filling by means of vacuum, or gravity filling from overhead supply. Both types are self-



unloading by means of pressure and are produced in van or dump-types. The trailers are constructed for dry bulk materials which are not fluidizable—such as sugar or starch. Unloading rate for some commodities is up to 50 tons per hour.

Circle 48 on Card, Facing Page 51

Emergency Release Valve

Power Brake Equipment Co. has announced the development of a trailer emergency release valve. It gives a means of releasing and reapplying the emergency breakaway valve at will when it is desirable to move or spot trailers without the use of an air control equipped tractor, by using the hitch on the front end of a tractor. The valve can be left in position other than normal and since it does not have an exhaust port, or any port open to atmosphere, it does not add a hazard to the system.

Circle 49 on Card, Facing Page 51

Anti-Scratch Coating

Temporary protection of polished metal, plastic, or glass surfaces while in transit is provided by a new scratch-resistant coating. Planned for temporary use, the coating is water



soluble and can be easily and quickly removed with a warm water rinse. It is non-flammable and will withstand forming and shaping. It offers complete resistance to petroleum solvents. It is made by Industrial Metal Protectives, Inc.

Circle 50 on Card, Facing Page 51

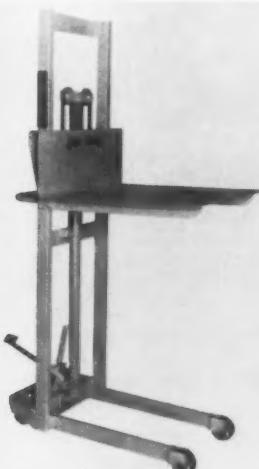
Steel-Strapping Carrier

A heavy-duty steel-strapping truck and coil holder with a double-binned style seal box is offered by Acme Steel Co. The strapping holder has increased capacity for seals and is constructed of welded, tubular steel. A special feature of the coil holder is the guide rods which can be repositioned easily to accommodate various combinations of $\frac{3}{4}$, $1\frac{1}{4}$, or 2-in. wide heavy-duty steel strapping. Guide rods are set at an angle so that as the coils of strapping decrease in diameter they are held in position for easy dispensing.

Circle 51 on Card, Facing Page 51

Foot Operated Walkie

Langley Mfg. Co., Inc., has a new mobile hydraulic walkie. It features foot operation and carries loads up to 750 lb. Lifting height is 64-in. maximum. This unit can be used to free



high-rate power equipment for bulk handling operations. Fluid pressure holds the load. You can use the walkie in warehouse operations to tier, stack, load, and break down piles.

Circle 52 on Card, Facing Page 51

Paper Roll Handler

To handle heavy rolls of paper, Towmotor Corp. has developed a steel accessory roll clamp for its fork-lift trucks which raises, lowers, or rotates paper rolls weighing as much as 7000 lb. The clamp, in effect, adds arms and hands. Clamps can be operated to rotate a paper roll 360 deg.

Circle 53 on Card, Facing Page 51

Anti-Foul Hoist

This universal hoist incorporates a positive anti-fouling mechanism. It is available from The Garrett Corp. The hoist weighs 47 lb and operates electrically or manually with a lifting capacity above 6000 lb. It is the size of a vacuum cleaner and lends itself to portable ground handling or airborne applications. The anti-fouling device consists of a spring shroud covering the drum. It separates for the width of the cable for perfect reel in, reel out operations.

Circle 54 on Card, Facing Page 51

Collapsible Lug Box

Savings in handling, shipping, and storage costs can be obtained with a new collapsible aluminum lug box now introduced by the J. M. Gordon Co., Inc. Designed for high density



products, the new model can be used to carry a wide variety of packaged items. The boxes can be easily collapsed to 3-in. height for return shipment and storage. They weigh 10 lb and are made of aluminum alloy sheet.

Circle 55 on Card, Facing Page 51

Hydraulic Work Platform

A new maintenance and work platform can elevate a 1000-lb load from 3 to 7 ft. For portability, the unit is mounted on solid tire swivel casters, which have 4-position rotary locks, and rear casters with roll locks. The



manufacturer is Aero-Test Equipment Co., Inc. Positioning at various heights is accomplished by locking pins attached by chains to the platform.

Circle 56 on Card, Facing Page 51

Steel Dolly

A steel dolly designed specifically to move supply or refuse cans up to 18 or 20 in. in diameter is offered by the Colson Corp. The dolly accom-

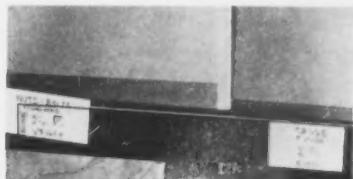


modates cans of 10 to 50-gal capacities and is constructed of flat steel cross supports and plate casters. Dolly capacity is 300 lb.

Circle 57 on Card, Facing Page 51

Stock Card Holder

This pressure sensitive card holder is made of durable plastic and can be easily applied to many surfaces. It



is ideal for identifying contents of bins, racks, tote pans, shelves. Originals and replacements are available from Transparent Products Co., Inc.

Circle 58 on Card, Facing Page 51

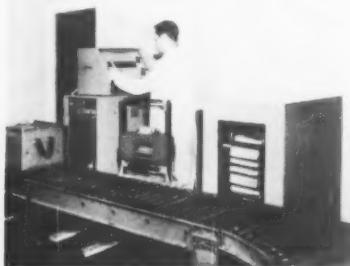
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New Products and Equipment

(Continued from Preceding Page)

Automatic Conveyor System

A new automatic conveyor routing system is announced by Atronic Products, Inc. The model automatically directs tote boxes, cardboard cartons to selected stations along a conveyor line. The system can be used to direct containers to packing stations for broken lot order assem-

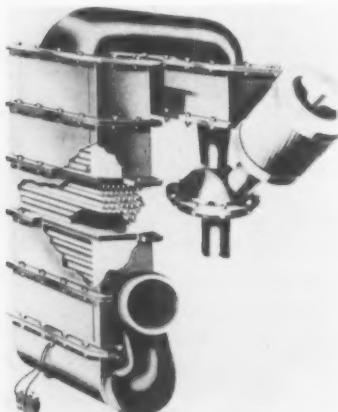


bly or to direct work through various work stations. This unit's flexibility permits you to handle either single containers or trains of containers. It is designed so that a container can be diverted to any station, processed, placed back on the conveyor, and diverted again at another station for another operation.

Circle 59 on Card, Facing Page 51

Catalytic Exhaust Purifiers

Seven thousand catalytic exhaust purifiers are in operation throughout industry on power sweepers, fork-lift trucks, and tractors. The purifiers reduce dangerous carbon monoxide

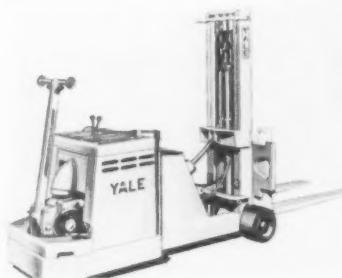


from combustion engines. The muffler-like units can reduce, according to Oxy-Catalyst, Inc., CO and hydrocarbons by an average of 85-95 per cent. It can result in reduced air-circulation and conditioning requirements.

Circle 60 on Card, Facing Page 51

Three-Speed Rider-Walkie

Yale and Towne Mfg. Co. is introducing a new three-speed rider-walkie truck which gives high top speed. The truck operates with a new series



parallel electric motor which runs off a 12-volt battery. Top speed is 6.3 mph. The motor's efficiency in all speeds reduces power losses. An easily attached truck seat is provided.

Circle 61 on Card, Facing Page 51

Hi-Fi Two-Way Radio

A new citizen's band two-way radio with superheterodyne receiver for high fidelity communications is available from the Radio Corp. of America. The model weighs little over 8 lb. and operates from 6 or 12-volt batteries. A special squelch circuit eliminates receiver noise when the set is in standby status for monitoring purposes.

Circle 62 on Card, Facing Page 51

Indoor-Outdoor Fork Lift

New indoor-outdoor 6000-lb capacity fork-lift truck from American Road Equipment Co., is available with either 10 ft standard lifting mast or optional 7-ft mast. The truck is front-wheel driven. The greater the load, the greater the traction un-



der all conditions. Short wheel base and oscillating rear steering axle give high maneuverability. All units have power steering and torque converter for smooth handling.

Circle 63 on Card, Facing Page 51

Manual Hoist Puller

An improved, 1½-ton capacity manual hoist puller is now in production at American Gage and Mfg. Co. The unit weighs 7½ lb and can



lift 3000 lb. Each puller is tested to 50 per cent overload. After a set screw is removed, the cable can be replaced. Model shown is especially suited for opening and closing freight car doors.

Circle 64 on Card, Facing Page 51

Long Dump Trailer

An extra-long dump trailer package that affords haulers the security of a full frame trailer is available from Hercules Steel Products Co. Several



units of this design have been placed into service profitably in Minnesota. Proper weight distribution between trailer body and the chassis on which it is mounted helps this truck obtain a maximum legal payload of 43,000 lb.

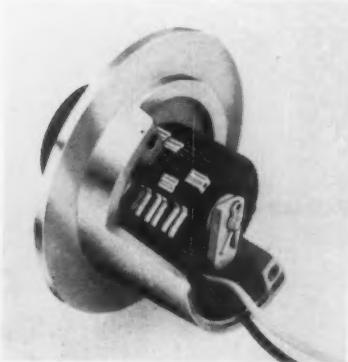
Circle 65 on Card, Facing Page 51



For prompt service, use postage-free postcard provided to obtain FREE LITERATURE and NEW PRODUCT information described in this issue. All material is FREE unless otherwise noted.

Electric Locking System

A new concept in locking mechanisms can help to increase freight security protection. The lock is an electrical switch operated by dialing in the correct three number combination to open or close an electrical circuit.



The combinations can be changed in three minutes, a different combination for each trip. The lock is offered by Electro-Dial, Inc. and can be obtained with a detachable dial permitting the lock to perform four separate functions on the trailer or cab.

Circle 66 on Card, Facing Page 51

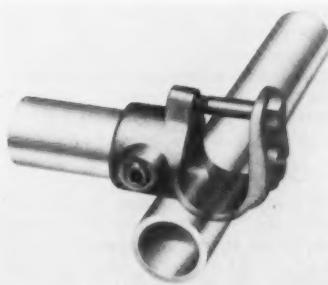
Cushioning Package Wrap

A new combination package wrap and cushioning material which absorbs motion, shock, and vibration continuously is being manufactured by Preservation Packaging, Inc. The plastic material features resilient thermoformed protuberances evenly spaced for maximum protective qualities. Each raised cylinder acts as an independent spring cushioning at all points of contact. There are 1000 cylinders per square foot.

Circle 67 on Card, Facing Page 51

Pipe Rack Connectors

You can expand present rack structures with the use of a new clamp with slip-on fit from Kee Klamps North America, Ltd. The fitting slips



over pipe already in place and is locked in position by set screw capable of supporting a direct load of 4000 lb. The device is galvanized.

Circle 68 on Card, Facing Page 51

Literature from the Advertisements

Listed below are brief descriptions of catalogs, brochures, booklets and other literature offered by advertisers in this issue of DISTRIBUTION AGE. To get your copies of the items offered, simply circle the appropriate number on the Reader Service Card, facing Page 51.

Protected Air Freight Space

Wherever your flight is booked, Alitalia protects space for your shipments through to destinations. New schedules, tariff available. Circle No. 15.

Pneumatic Lift Truck

New 6000-lb pneumatic lift truck by Allis-Chalmers stacks to 128 $\frac{1}{4}$ in. It climbs a 30 per cent grade fully loaded and keeps this pace for 10,000 hours before a major engine overhaul. Circle No. 3.

Electric Protection Systems

With an American District Telegraph protection system you get full protection plus regular inspection and tests by specially trained technicians. Circle No. 6.

Walkies in New Lift Truck Line

You can do a lot to cut handling costs with the new line of walkies from Automatic. Budget purchase and lease plans are available. Circle No. 14.

Flexible Fork Lift Rentals

Save working capital, eliminate downtime with Clark Rental Corp.'s tailored systems available at the cost of one budgeted monthly payment. Circle No. 7.

Casters for a Firm Foundation

New full-line catalog of casters, platform trucks, and components is available from Colson Corp. as it begins its 75th year. Circle No. 2.

Truck Design Cuts Maintenance

New truck design by Elwell-Parker includes step-less speed control, demountable electrical and hydraulic controls to halve your maintenance and increase work output. Circle No. 9.

Fully Adjustable Pallet Racks

Equipment Mfg. Co. makes pallet racks fully adjustable so you can relocate storage when necessary without cumbersome tools. Snap in to lock in with two basic parts. Circle No. 5.

Re-Usable Dunnage Cushion

You ship without a slip at less cost per trip with Firestone's new re-usable dunnage cushion designed so one man can block a car. Circle No. 4.

Air-Powered Hydraulic Dockboard

Low initial cost of Freightliner Corp.'s dockboard helps put economy in your operation. Simple air-over-oil system raises the board. Circle No. 7.

Dockboard Adjusts Six Ways

You get maximum safety of operation with mechanically adjustable dockboard from Kelley Co. It adjusts six ways, above or below dock level. Circle No. 10.

Lift Truck Line

New bulletin from Lift Trucks, Inc., shows its complete lift truck line of models with two driving wheels, sealed alloy gears, 20-minute power unit removal. Circle No. 11.

Magnesium Dockboards

Magline's dockboards are magnesium light for one man handling, magnesium strong for rugged service. Look into this possible solution to your dock problems. Circle No. 13.

Narrow Aisle Stacker

There are no stabilizing casters to whip or wobble and no complex steering linkages to restrict maneuvering with the narrow aisle outrigger truck from Moto-Truck. Get all the facts. Circle No. 1.

Truck Leasing System

National Truck Leasing supplies you with everything but a driver at flexible, local-level costs. Learn how you can lease a new Chevrolet truck without investment, upkeep. Circle No. 16.

New Storage Rack Series

There is no bolting or welding with Palmer-Shile adjustable racks to handle your storage needs. New series gives three shelf sizes, one panel size. All with 5000-lb capacity. Circle No. 8.

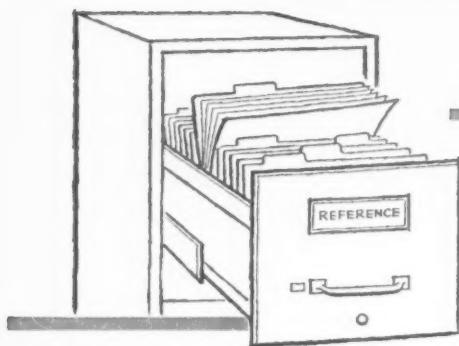
Air Freight Extra Care

Just three hours notice to a United Air Lines office allows you promised space (reserved air freight) to 82 cities. It insures extra care for your shipments. Circle No. 17.

Powered Elevating Gate

A natural for truck operators who do both dock and floor-to-floor loading is H. S. Watson's powered elevating gate which lifts 1200 lb. Circle No. 12.

DISTRIBUTION AIDS



- Catalogs
- Specifications
- Directories
- Case Studies
- Reports

Fork-Lift Safety Charts

"Think Safety" is the theme of a series of 16 new safety posters published by the **Automatic Transportation Co.** The series illustrates how accidents involving fork trucks occur and how to prevent them. Each poster is designed to emphasize the importance of safe driving practices by fork truck operators in order to prevent injury to driver or plant personnel, or damage to the material being transported, equipment, and truck. The posters measure 11 x 17 in.

Circle 69 on Card, Facing Page 51

Trailer-Truck Bodies

A new trailer and truck body catalog is available from **The Binkley Co.** It consists of 191 pages of trailer and truck body sections, structural parts. Also a complete list of landing gears, load equalizers, sliding tandems, tire carriers and hardware.

Circle 70 on Card, Facing Page 51

Rolling Steel Doors

Fourteen types of rolling steel doors to meet your needs are described in a new catalog from the **R. C. Mahon Co.** The publication details features and engineering specifications of hand, mechanically and power-operated doors, both Underwriters' labeled and non-labeled types, including tables of clearance dimensions. Window shutters and grilles are covered also.

Circle 71 on Card, Facing Page 51

Packaging Planning

The result of the merger of American Box Board Co., Central Fibre Products Co., and The Ohio Boxboard Co. is shown in a colorful booklet from the **Packaging Corp. of America**, the end result. The forces which are pooled to design and produce a top-flight package are illustrated with colored photograph reproductions.

Circle 72 on Card, Facing Page 51

Truck Tire Care

The **Rubber Mfrs. Assn.** is offering a 40-page booklet entitled: "The Care and Service of Truck Tires." It replaces the organization's two separate publications on tubed and tubeless truck tires.

Circle 73 on Card, Facing Page 51

Warehouse-Duty Trucks

A copy of a new folder outlining the advantages of trucks engineered and manufactured for specific warehouse materials handling problems is reserved for you at **Palmer-Shile Co.** To mention a few of the trucks included: underslung trailer for drums, stock trailer with chart holder, and a dolly trailer with automatic controls integrated with a tow line.

Circle 74 on Card, Facing Page 51

Industrial Truck Bulletin

A new folder from **Elwell-Parker Electric Co.** describes features and specifications of the four electric vehicles in a new series. Design of axle, motor, controls, brakes, and frame is stressed.

Circle 75 on Card, Facing Page 51

Cool Truck Installation

A 12-page illustrated booklet providing detailed information on the efficient insulation of refrigerated truck bodies and trailers as well as air-conditioned vehicles is off the press. Offered by **Armstrong Cork Co.**, the booklet deals with methods of eliminating air infiltration, the use of air barrier treatment, and general considerations in insulating refrigerated bodies.

Circle 76 on Card, Facing Page 51

New Cargo Vans Introduced

New literature from **Brown Trailer** introduces its new series of L cargo vans. In addition to specifications, 10 customer-in-use vans are illustrated. The brochure includes general product information and utilizes cutaways drawings to detail features of the vans. The series features four panel styles and a leakproof roof, extra-strong wall structure, water roof wiring, and reinforced doors.

Circle 78 on Card, Facing Page 51

Automatic Strapping Units

Strapping machines for automatic packaging is a 16-page, pocket-size, illustrated catalog in two colors. It describes numerous models of automatic packaging machines using both steel strapping and wire. Several hand tools for strapping are also described. **General Strapping Corp.** is offering the catalog.

Circle 79 on Card, Facing Page 51

Boom and Jib Cranes

A new application and specification bulletin on straight boom and jib boom power loader cranes for trucks is offered by **Daybrook Hydraulic Div., Young Spring and Wire Corp.** Included in the application story are photographic illustrations of the power loaders in operation by railroads, manufacturers, and general industry.

Circle 80 on Card, Facing Page 51

Electric Hoist Guide

A complete selection guide for heavy-duty electric hoists ranging from $\frac{1}{4}$ -ton to 12-ton capacity is presented in a 34-page catalog from **American Engineering Co.** Factors covered include capacity, speed, controls, current supply, and operating conditions. Dimensional drawings and detailed specifications are a part of the offering.

Circle 81 on Card, Facing Page 51

V For prompt service, use the postage-free postcard provided to obtain FREE LITERATURE and NEW PRODUCT information described in this issue. All material on these pages is FREE unless otherwise noted.

Box Set-Up Machine

A semi-automatic set-up machine for corrugated boxes is being offered by **Gaylord Container Div., Crown Zellerbach Corp.** The machine, it is claimed, can set up 900 boxes an hour.

Circle 82 on Card, Facing Page 51

Cargo Control System

Aeroquip Corp. tells the story of its truck cargo control system which can cut your cargo damage, increase payloads, and speed unloading and loading in a new booklet with plastic diagram overlays. The control concept is now available in vertical track installations. Steel track strips allow the trucker well over 1000 cargo tie-off points for improved handling.

Circle 83 on Card, Facing Page 51

Time Control Device

Paragon Electric Co. would like to send you informative literature regarding its time initiated-pressure terminated defrost control for electric heat and compressor shut-down. It automatically varies a defrost period as required.

Circle 84 on Card, Facing Page 51

Four-Wheel Drive Lift Truck

Features of new **Hyster Co.** 4-wheel drive lift trucks in 15,000-20,000-lb capacity range are described in a new brochure. The trucks allow the use of a full range of hydraulic attachments, equipment options, and accessories.

Circle 85 on Card, Facing Page 51

Caster Selection Chart

A chart designed to help you choose the correct caster for your needs is now available from **Master Mfg. Co.** Chart size is 8½ x 11 in. and will fit a standard notebook or catalog.

Circle 86 on Card, Facing Page 51

Warehousing Techniques

The phenomenal growth of a Rocky Mountain West food chain organization is due to well planned warehousing techniques, claims **Lewis-Shepard** in a new offering. Pre-palletized load handling techniques plus proper utilization of materials handling equipment brought the food chain 33 1/3 per cent more effective storage area. The case history bulletin is made of action shots taken at the plant and fully explained in the text.

Circle 87 on Card, Facing Page 51

Foreign Freight Forwarders

The ninth revised list of independent foreign freight forwarders registered with the Federal Maritime Board now is available. Published by the **Customs Brokers and Forwarders Assn. of America, Inc.**, the list excludes common carriers, exporters, manufacturers, resident buyers, and other trade categories not exclusively concerned with freight forwarding.

Circle 88 on Card, Facing Page 51

New Line of Vacuums

A four-page folder from **The Kent Co.** can give you information on the new line of vacuums introduced recently. The folder tells of the engineering improvements made in the new line and gives major features. One of the improvements is a new motor-fan system which yields added performance in vacuum suction and airflow.

Circle 89 on Card, Facing Page 51

Case Sealer

A semi-automatic case sealer which requires a minimum amount of floor space is illustrated in a flyer from **ABC Packaging Machine Corp.** Gear-head motors are used. Gluer and compression unit are built as one and compression unit is intermittently operated by limit switches. No clutches get out of adjustment. The sealer can be made portable if desired. It will automatically and simultaneously seal the top and bottom flaps, or the top flaps only, of fully packed cases.

Circle 90 on Card, Facing Page 51

Benefits Through Monorail

Costs can be cut through use of monorail and cranes, claims recent literature from **The Louden Machinery Co.** Fifty-two pages in book form cover hand-pushed systems, motor propelled systems, track, accessories, trolleys, hoists, special carriers, etc. Photographs are used extensively.

Circle 91 on Card, Facing Page 51

Heavy Truck Crane Review

From American Hoist and Derrick Co. comes a new 16-page catalog describing 60-ton truck crane with illustrations taken on large engineering projects and big lifts. The catalog shows the many features claimed for the 60-ton truck crane of benefit to owner and operator.

Circle 92 on Card, Facing Page 51

Automatic Case Packer

W. F. and John Barnes make an automatic case packer for bottled goods. It is described in a folder with the aid of photographs. You may be interested in the description of the short amount of time required to make adjustments for different sized bottles.

Circle 93 on Card, Facing Page 51

Counting Scales

Counting scales are fully illustrated and described in new literature from **Detecto Scales, Inc.** Counting scales are vital instruments of effective cost control in receiving, shipping, stock control, and a multitude of operations. Portable, small and bench, and dormant platform counting scales are included in the manufacturer's line.

Circle 94 on Card, Facing Page 51



Anti-Dust Chemical

Dust can be eliminated from unpaved areas with calcium chloride. Calcium chloride absorbs water amounting to several times its own weight and holds moisture for long periods. The **Calcium Chloride Institute** tells the story in a new fact sheet.

Circle 95 on Card, Facing Page 51

New Conveyor Catalog

Now available from **Sage Equipment Co., Inc.**, is a catalog highlighting that firm's full range of conveyors. Included in the 48-page offering are gravity wheel conveyors, live roller conveyors, and portable belt conveyors.

Circle 96 on Card, Facing Page 51

Industrial Covers, Curtains

New bulletin presents the **A and A Mfg. Co.'s** line of covers and curtains designed for 38 applications such as barge covers, canopies for truck and rail docks, and export shipper's covers.

Circle 97 on Card, Facing Page 51

Elevating Tailgate

H. S. Watson Co. makes an elevating tailgate which is shown in new material. Such features as easy installation, self-folding and unfolding, and push-type cylinder for greater lifting capacity are pictured.

Circle 98 on Card, Facing Page 51

New truck and trailer trends

A NEW low-bed trailer designed to handle increased containerization, several new diesel series, a warehouseman's van with built-in tie-off slots, and a lightweight pressure tank on wheels are just a few of the new developments in the trucking industry.

Demonstrating the ability of a new single axle, lightweight, low-bed semi-trailer for container hauling, recently, were Dorsey Trailers and Trans Ocean Van Services which transported five, 8-ft sea vans. The trailer features a heavy-duty skid rail and outside stake pockets on 24-in. centers.

Undercarriage has maintenance-free, rubber-bushed, fully adjustable radius rods. The trailer comes in 35 and 40-ft lengths to cut operating costs.

Highway Tractors

Another possible cost cutter is International Harvester's complete line of diesel-powered highway tractors designed to serve highway hauling and local pickup and delivery service. The cab-over-engine models now are offered with seven diesel engines from 180 to 355 hp; 5, 10, or 12-speed transmissions;

and a broad selection of weight-reducing aluminum components.

Gross combination weight ratings range from 61,000 lb to 76,800 lb for single and tandem axle tractors. Bumpers are located 5 in. lower than on previous models.

It's not too early to get your fleet in shape for this spring, a traditional moving period, with Highway Trailer Co.'s, all-new warehouseman's van. It was designed in collaboration with the mover's industry and has built-in tie-off slots to produce new interior van design and give you easier cargo control and make hauling more profitable.

Extra stability comes from progressive-action tandem with underslung springs. Large side doors opening on stress panel construction make room for greater cargo capacity. ICC-proposed three individual rear lights, directional,

tail, and stop lights are provided.

More than 1700 tie-off points in the 40-ft trailer make it possible for almost any type of load to be secured.

Another high capacity hauler is the new pneumatic commodity trailer released by Trailmobile, Inc. It is a lightweight pressure tank on wheels. For discharge of bulk cement and similar commodities, only a single stage compressor is required and it can be mounted on the tractor, trailer, or at a point of discharge. The tank is operated at 15-lb psi, yet it discharges cement at a rate of 1300 lb per minute. Discharge is controlled by a lever for flow and air pressure control.

Along the same line of quick discharge speeds is the new cable dump from Fruehauf Trailer Co. A 25 per cent increase in discharge or dump speed and a 22

International tractor is representative of new diesel-powered trucks. Horsepower range offered is from 180 to 355 in diesel

Maximum gross vehicle ratings on new Ford line increased to 21,000 lb. Optional 16,000-lb two-speed rear axle is offered





Cable dump from Fruehauf Trailer Co. gives 25 per cent increase in dumping speed, 22 per cent reduced line pull

per cent reduction in line pull is made possible by the single axle cable dump. Lift arms located on the outside of the body make it possible to increase dump angle with a resultant decrease in line pull required to unload the trailer. This dumper is reported to be 1000 lb lighter than other models.

In the realm of maximum gross vehicle ratings, the Ford Motor Co. has increased its F-600 model to 21,000 lb and added an optional 16,000-lb two-speed rear axle for up to 15 per cent greater torque capacity.

Most important among the advantages of new trucks are their engines, and Diamond T offers three new wet-sleeve gasoline engines for greater economy and longer engine life. Wet-sleeve construction gives a precision engine with replaceable cylinder sleeves of alloys machined inside and out with an accuracy impossible in an old fashioned bored out block.

The sleeves retain a perfect round indefinitely which greatly extends piston and ring life. When the time comes to overhaul a wet-sleeve engine, you simply remove the sleeves, clean the interior of the block, and then replace with standard wet-type cylinder sleeves and piston assemblies.

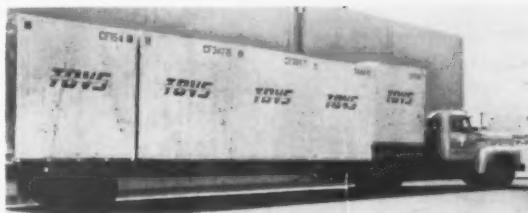
(Please Turn to Page 96)

Right: Wet-sleeve engines on the new Diamond T trucks are said to give more power, life



Highway Trailer's new warehouseman's van has such features as built-in tie-off slots to give new interior design and make cargo control, hauling easier

Trailer for bulk is introduced by Trailmobile. It uses single stage compressor



Low-bed trailer for new container moves is from Dorsey. It can transport five 8-ft sea-lan van



New GMC truck has 72-in. steel tilt cab with setback front axle for maximum maneuverability



Rear panel of Chevrolet cab has access door for engine checks without cab tilt



U. S. trade reviewed by NFTC

Excerpts of papers presented at the National Foreign Trade Council conclave with special remarks by Secretary Herter, Gov. Rockefeller

A THREE-DAY meeting of the National Foreign Trade Council reviewed U. S. world trade problems in the light of government and industry opportunities and responsibilities. The program provided topics of general interest with special sessions devoted to finance, industrial rela-

tions, education, merchandising, transportation, insurance, and foreign investments.

Distinguished speakers reviewed and explained the latest developments in international excess and deficit dollar balances, the status of various economic organizations (O.E.E.C., GATT, etc.), and the

problems of under-developed, non-industrial nations. They spelled out procedures for developing world markets for American-made products. In addition, Secretary of State Christian A. Herter, and New York Governor Nelson A. Rockefeller, gave thought-provoking talks on broad economic concepts and outlooks.

The themes of the principal speakers follow.

J. Peter Grace

President, W. R. Grace and Co., New York, N. Y.

The first speaker sounded a somber note of warning. He said that United States foreign trade is faced with strong competition from its free world friends.

Noting that the United States was lagging behind most of its trade competitors in the rate of productivity increase, Grace said, "Unless management is going to retain, and in some cases regain, the right to manage, we as a nation will continue to be outclassed in the important element of productivity. This plays a very important role in determining our costs of manufacture, our export

U.S. exports must increase if nation is to achieve a balanced trade, secretary of state says in outlining U.S. program for freedom

"COMPETITION is the life of trade" is a saying that has stood the test of time. Today, we face a test no society has ever fully met: How to make competition the life, not death, of nations.

The problem is urgent as never before because of two facts. One is a revolutionary movement based on a great and growing power, which seeks to polarize all inter-

The survival of freedom

By Christian A. Herter
U. S. Secretary of State

national competition around social survival. The other is that, hanging over this conflict, are the means of vast destruction.

How can we meet such competition, yet keep it safely back from the abyss of universal ruin? I will take the second point first.

1. Ground Rules for Co-Survival. The paramount question facing our world today is how the great rivalry between political systems can work itself out in the course of history without exploding into thermonuclear war.

The one area in which a common language has best chance to

grow is that of ground rules for the great competition which dominates our time.

Such rules must be devised to temper acute political problems which cannot now be fully solved, and to bring under control the spiraling arms race which those problems goad onward. That is the main task for the negotiations that lie in the months and perhaps years ahead.

There are other areas in which a common language can take root: Shared interests in the arts and sciences, in the essentials of human welfare and everyday life,

prices, and our share in the world market."

A. E. Grauer

Chairman and president,
British Columbia Electric Co.,
Ltd.,
Vancouver, Canada

The next speaker pointed out that, since 1900, United States investments in Canada have risen from 14 per cent of total outside capital to about 75 per cent today. In terms of dollars, the present investment is about 14 billion dollars, nearly 40 per cent of all American investments abroad.

Turning to exports, Grauer said that 60 per cent of his country's exports now go to the United States. In relationship of export to import, Grauer said that U. S. products constituted about 70 per cent of Canada's total imports in 1958, and are on an ascending trend.

He pointed out that, while Canada cannot successfully compete with the United States in most lines of secondary manufacturing, there are many areas for cooperation between the two countries,

(Please Turn to Page 63)

which we are prepared to expand as fully as the Soviets will reciprocate. In these fields, we are even finding ways of turning competition into cooperation, through such common ventures as the International Geophysical Year.

Competition will continue to be rugged, however, despite any ground rules or exchanges. Mr. Khrushchev makes no bones about his ultimate aims. We can certainly expect many sorts of lures and pressures in all parts of the free world, backed with mounting industrial power, designed to confuse, subvert, and take over.

It will take courage of a high order and strong nerves over a long time to construct a new relationship between the antagonistic systems. But that must be done if civilization is to survive. It is nothing less than this immense project on which we are engaged.

(Please Turn to Page 65)

Changing trade dimensions

TRADE used to be an affair of individualists, in which single merchants or small merchant companies hauled goods to a distant port and returned with a boat load of goods to sell back home. Ultimately, trade became a concern of nations, who organized themselves to promote the national interests.

Today, national individualism is being supplemented by regional trade agreements in many parts of the world. The dimensions of the trade problem have changed drastically.

We traders must change our dimensions, too. We face a new era in trade. The eventual pattern of trade that we all seek is one of a world-wide, unhampered exchange of goods under accepted rules. The regional trade agreements, we hope, are a step in that direction.

In Europe we now have the European Economic Community, a six-nation common market agreement. Greece, which has applied recently for admittance, might raise the European membership to seven.

The United Kingdom is now taking a leading part in the organization of a seven-nation Free Trade Area to embrace countries outside the European Common Market. A Scandinavian Common Market is in the discussion stage.

Central American economic integration along common market lines has been approved in principle by all five Central American republics and specifically ratified by three of them. An arrangement for a free trade area may be acted on by Argentina, Bolivia, Brazil, Chile, Paraguay, Peru, and Uruguay next month. A proposal for a general 20-nation Latin American regional market is being formulated and studied.



By Nelson Rockefeller
*Governor, State of New York
Former Advisor, Special Assistant
to the President*

Other regional accords are being discussed in the Middle East, Southeast Asia, and in West Africa. And let us not forget that the East European Communist bloc countries have been united into the Soviet-dominated CEMA, the so-called Committee for Economic Mutual Cooperation.

Our own American experience has demonstrated the advantages of a large-size market. It is increasingly clear that the technological revolution of modern times makes large markets a necessity. We have to respond constructively to the new groupings that are appearing everywhere.

There is another type of "bloc" operation — the Soviet bloc trading area with its central political control of foreign trade fashioned to further long-term Communist objectives of world domination.

As we now confront the various regional economic giants that are in the making, our foreign trade policy procedure must be sternly and realistically adjusted to meet the harder challenges that are coming.

(Please Turn to Page 66)

Co-op picks order from



Employee is shown assembling parts of an order at one section of the warehouse selection line, one block in length

THE COMPLEXITIES of stocking and distributing thousands of cases of canned foods to 210 independent retail food members in western New York and Pennsylvania have been lessened for this distribution center whose orders are picked from one wide, center aisle.

The Olean Wholesale Grocery Corp., Olean, N. Y., has rail facilities for spotting 12 railroad cars at various sections of the building.

Selection Line

The selection line in the warehouse runs for one block. Orders are placed on trailers pulled by fork-lift trucks. As an order accumulates on the selection line, more trailers are added to the train until there are six or seven of them when the selector reaches the end of the line. Fork trucks are used for placing a pallet load of merchandise in the selection line.

In order to eliminate any need for wide aisles, all merchandise is placed on roller conveyors making it possible to use only one wide aisle down the center of the building. It is used by order selectors and fork truck operators. All pallet loads are placed on the roller conveyors from this wide center aisle.

Between lines of merchandise, it is necessary to leave an aisle only wide enough for the order selector to walk in and pick up the desired item. When a pallet is unloaded, the empty pallet is removed by hand and a full load is rolled onto the end of the rollers by fork truck.

This system has another advantage in addition to the elimination of wide aisles. The faster an item moves, the more frequently it runs out of stock. Since it is restocked on the center aisle, the order selector does not have to walk far to pick up fast moving items.

The slower items work their way back toward the walls. When this selection line was laid out, the items were placed so that there would be both slow and fast volume items in each line.

Reserve Stock Storage

Along one side of the block-long selection line is the building housing the reserve stock storage area. Just outside of the reserve storage building is a private railroad siding. There are four doors opening directly from the rail cars to this reserve area.

As cars of merchandise are received, they are

one wide aisle

Conveyors on both sides of wide center aisles put speed in canned goods storage as shipments assemble in record time

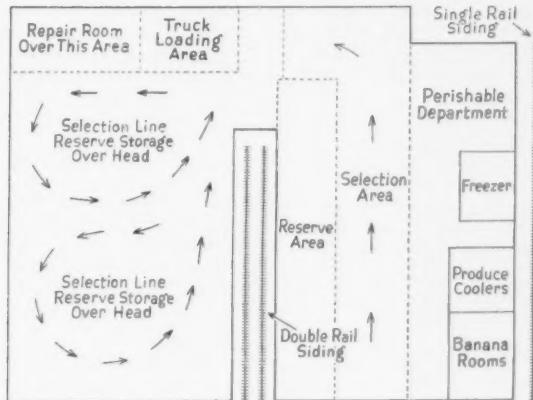


Diagram shows warehouse sections and flow of materials

spotted on this siding at the door opening into the reserve area for this particular merchandise. It is a matter of only a few feet for the fork truck to take the merchandise from the car and place it in the reserve area. Then the merchandise moves as it is needed, to the selection line.

Again, it is only a few feet from the reserve area to the proper roller conveyor in the selection line. Most merchandise moves only between 50 and 100 ft from the railroad car to the final destination in the selection line.

The fork truck makes it possible to double or triple stack pallet loads of merchandise so as to use all the cubic space available without manually piling to excessive heights and using two or three men to do it.

All cars received at this reserve area destined for the selection line are unloaded and stored by two men.

Rear Pack Room

The repack room stores items that are not delivered to members in their original cases. Cigarettes, tobacco, candy, drugs, health and beauty aids, and other classes of merchandise are handled through this

(Please Turn to Page 67)



View of the order checking and truck loading area. This is the point at which all parts of the total invoice are consolidated for a final check before shipment to store



Fork truck is shown here in one section of reserve stock storage area which accompanies space-saving selection line

Order picker assembles order in one section of the repack room which stores items not delivered in original cases





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or boots



or parachutes

The better way is Santa Fe

No matter what you ship call the nearest Santa Fe Traffic Office and let the longest railroad in the U.S.A. go to work for you.



Distribution . . .

(Continued from Page 31)

stronger than would otherwise have been the case.

The outlook for the money market is, of course, dependent upon the outlook for the economy. Again, barring further major disruptions from strikes, the first half of 1960 will see a vigorously expanding economy.

The impetus from inventory accumulation by itself, would seem sufficient to assure a rapid expansion of economic activity in the first half. A conservative estimate indicates business inventory accumulation at an annual rate of \$8 billion during the first half of 1960.

Although the first half would seem to be "in the bag," I think it is hazardous to forecast conditions beyond mid-1960—more so than usual.

Looking ahead at prospective credit demands through mid-1960, it seems clear that the business demand for funds for inventory accumulation and for financing the growing volume of plant and equipment expenditures is going to be very great. This will put a severe strain on the commercial banks and added strain on the bond market. The volume of corporate bond offerings should be substantially higher than during the first half of 1959.

General Outlook

Emerson P. Schmidt,
Director of Economic Research, U.S.
Chamber of Commerce.

Economic expansion is expected to continue throughout 1960—more rapid in the first six months than in the last. Earnings, employment and output should reach new high dimensions. Contractive and restrictive factors will create some turbulence and trouble spots. But the expansive forces should be in the ascendancy; even though no sectors of the economy, other than inventory rebuilding, are expected to be outstandingly strong.

Housing starts will be down. Total construction may not exceed this year's level. Income of farmers will be lower. Consumer credit expansion is likely to be slower.

Inventory rebuilding will accelerate in the first half of 1960 as a result of the recession created by the steel union. This may create a false sense of buoyancy in the next six months. Steel shortages will hold down production for several months in some lines, even if the over-all steel supply is reasonably adequate.

The recession caused by the steel strike has a price-tag of billions of dollars—estimates running as high as \$5 to \$7 or \$8 billion. In some cases the losses, or a part of them, will be made up later. David Mc-

Donald may go down in history as the most expensive labor union official in all our experience.

Such a blow to our economy has a substantial impact on many normal economic indicators. Since recent trends and relationships among these indicators always are heavily relied upon in assessing the business prospects, extra precautions are needed at this time. Data on new orders, order backlog, current sales, inventories, etc., are all distorted.

Whether the steel strike can be settled in an 80-day period is uncertain. Many people, pushing for an inflationary compromise in steel now are saying, in effect, "Steel is more important than the price of steel."

A railway strike also is a possibility.

By October 1960, the expansion which started in April 1958 will have run 30 months. This is the average length of expansionist periods in some 25 business cycles in the last 105 years. Statistically speaking, another recession could start next October. The steel strike is likely to postpone the date of the next downturn, possibly until some time in 1961.

Agriculture

The physical volume and dollar value of agricultural output are likely to remain close to the 1959 level. Cattle and hog cycles will contribute to lower consumer food prices and to reduced farm net income.

Farmers' production costs are likely to increase somewhat. Net earnings of farmers will decline, from the \$11.2 billion expected for 1959, to about \$10.25 billion.

Next year's figure may be the lowest since 1942; but in 1942 we had 6.2 million farms, and we now have 4.6 million, or a decline of more than 26 per cent. The total decline is greater than the decline per farm. In fact, in dollars, the income per farm is up 52 per cent over the low 1942 figure. In real terms, it is down 15 per cent.

But farmers' nonfarm income will be higher in 1959 than in 1958. It is expected to rise somewhat further next year.

These two points are likely to be ignored by many "political statisticians" in 1960.

Plant and Equipment

The prospects for continued improvement in capital spending appear favorable.

Expenditures for new plant and equipment in manufacturing industries are expected to rise from about \$10 billion in 1959 to nearly \$12 billion in 1960, an increase of about 19 per cent. Non-manufacturing expenditures are expected to rise about 6 per cent.

Most of the major categories are pointing up; but new expenditures for food manufacturing are down. The same is true for miscellaneous manu-

facturing. Petroleum and mining, likewise, are down.

Government

As far as can be determined, the central government will not change its expenditure outlays very materially in the next 12 months. State and local government expenditures are expected to continue their upward rise, but at a more moderate rate. Possibly, we can assume an increase in demand of \$2 or \$3 billion in the government sectors.

Highway Transportation

W. Stanhaus,
President,
Spector Freight System, Inc.

The fast growing motor freight business will expand in 1960 as strongly as in 1959. Industry business in 1959 will be up about 13½ per cent over 1958, and 1960 should see a minimum advance of 15 per cent and possibly as much as 20 per cent over 1959.

The concepts of containerization and double bottoms will be significant in the 1960 picture. The motor freight industry also will benefit from the fact that the interstate highway program is expected to shift into high gear. The industry also will benefit from growing acceptance of more efficient equipment, with 50-ft overall lengths and 40-ft trailers accepted in most states.

Transportation coordination between the motor common carriers and rail, water, and air carriers will increase. This will provide economical and flexible service to the shippers, as opposed to drastic rate reductions or selective rate cutting, which would weaken the transportation system.

The pattern of mergers in the trucking industry will continue in 1960. Growth opportunities for well managed firms are great.

Truck-Trailer Production

"The outlook for 1960 is quite encouraging," the Truck-Trailer Manufacturers Association, Inc., reports. Truck trailer demand is closely related to volume of business, and is expected to rise in 1960 as general business improves.

"The steel strike, however, can have a more pronounced effect upon our industry in the early months of 1960 than it had in the closing months of 1959. Even if such is the case, the improvement in business generally will be such as to warrant a production of approximately 70,000 units."

Production in 1959 is expected to total 68,000 units.

Factors which will have a decided impact on truck trailer manufacture are: a continuing trend toward consolidation among for-hire motor carriers; the ever-growing use of piggy-

(Please Turn Page)

LOW
initial cost
INEXPENSIVE
to install and
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AERO-BOARD

Air Powered Hydraulic
DOCKBOARD



SAFE, READY FOR INSTANT USE.

Nothing to lift or carry, the AERO-BOARD safely stands upright, out of the way when not in use. The operator must turn the air valve handle that releases air pressure before the board lowers into position.

Another time saving and safety feature—the van can be spotted snug against the bumper dock and the van doors opened (or closed) with the AERO-BOARD in the upright position.

SIMPLIFIED DESIGN. Parts included in the AERO-BOARD "kit", as assembled at the factory, are adaptable to most docks without extensive dock modification.

INEXPENSIVE TO INSTALL. Kit is complete ready to install on new docks or on docks being modernized—no electrical wiring required, just mounting and air pipe connections. Simple "air-over-oil" hydraulic system raises and lowers AERO-BOARDS... Power is supplied from air system which is standard on many docks.

KIT INCLUDES 57" long x 60" wide safety tread steel board with tapered front edge and guard rail, mounting plate, hydraulic cylinder and cradle, fluid reservoir tank with mounting bracket, control valve and flexible hose lines.

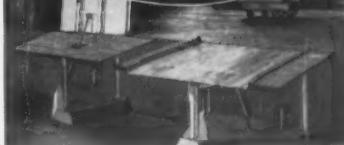
AERO-BOARD

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Ready to Install

Custom Engineering Service

The standard AERO-BOARD is engineered and manufactured for easy installation on docks with permanently constructed bumpers to carry a loaded 4,000 lb. capacity lift. The same model with a separately constructed fabricated steel bumper (see illustration at right) can be installed on concrete or wood flush docks. If the standard model does not fit your requirements, Freightliner will custom engineer and manufacture AERO-BOARDS for your specific needs... Ask about this special service.



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service - local in costs
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Distribution ...

(Continued from Preceding Page)

back and van-type containers; and rising labor costs.

HHG Moving Industry

James D. Edgett,
President,
North American Van Lines, Inc.

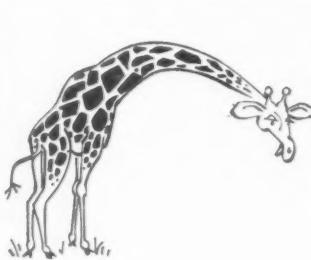
During 1958 the 4000 firms in the moving and storage industry had total estimated revenues of \$700-million. During 1959 this figure, which includes both local and long-distance moves, reached an estimated \$805-million.

A banner year is in view for the household goods moving industry during 1960. If the present rate of growth continues, as it is expected to do, the industry should gross at least \$925-million in 1960 and should exceed the one billion mark in 1961.

Frozen Foods

Harold J. Humphrey,
President,
National Association of
Frozen Food Packers.

In the immediate future, prepared foods will be the "spectaculars" of



Why stick your neck out?

When you're shipping be sure to call Chicago Express who has the necessary experience to handle the job. The dependable carrier serving the East and West.



CHICAGO EXPRESS, Inc.
72 Fifth Avenue, New York

the frozen foods industry. In 1959 frozen platter production increased by 35 per cent; entrees 28 per cent; fruit pies 25 per cent; and bakery products and nationality foods each about 20 per cent.

Citrus juice concentrates and vegetables also will continue their upward rise.

Generally, it is accepted that prepared products will increase 20-25 per cent this year over 1958.

An interesting development is occurring in the meat industry. Most packers have had animals shipped over long distances to central slaughtering areas and then distributed from those points. Now, the packers are moving their slaughtering operations closer to the areas of production. Meats are prepared in packaged form and distributed from these preparation points.

This means the use of low temperatures to a much larger extent in this industry. This, of course, complies with the increasing demand from retail stores for pre-cut and pre-packaged meats.

In the next three or four years, total frozen food production should be between eight-and-a-half and nine billion pounds. This is an increase of one-and-a-half to two billion pounds.

Materials Handling

Sales of industrial materials handling equipment in 1960, barring widespread strikes in the mass production industries, will run 15-25 per cent better than 1959. This figure was compiled in a survey by The Material Handling Institute, Inc.

The manufacturers do not look for heavy increases during the first half of the year, but do predict a healthy sales picture for the final half.

Two important reasons were given by manufacturers for the close tab they are keeping on the steel industry: An extended steel strike can reduce production of handling equipment; and buyers will undoubtedly be reluctant to commit expenditure for this equipment in the face of a potentially long steel strike.

On the other hand, the survey shows, industry is aware that costs for both labor and materials continue to rise. This will serve as a major stimulus in 1960 for industry to upgrade its present handling systems as a means of raising production efficiency, and ultimately increasing profits.

The member-companies surveyed are manufacturers of conveyors, hand and powered lift trucks, portable elevators, monorails, racks, pallets, and other handling equipment.

Many of the firms polled reported that they will introduce new equipment in 1960 incorporating technological advances in design and application to meet the rising requirements of industry. ●

(Resume Reading on Page 32)

Available NOW

...Car impacts

(Continued from Page 43)

company decided to use a hydraulic cushioning device because of "smooth operation, high capacity, lack of recoil, and adequate travel at all impact speeds."

"In order to simplify construction and utilize as many standard car parts as possible, it appeared that the hydraulic device should be carried within the sliding sill and designed around the dimensions of the standard . . . center-sill section. . . .

"A hydraulic device was designed consisting of a high-pressure double-acting piston and cylinder arrangement contained within a low-pressure housing which acted as a reservoir for the fluid, Fig. 1. . . .

". . . The normal position of the double-acting piston was located at the center of the cylinder with a maximum of 10 in. of travel provided in each direction; orifices were located in the cylinder wall to control the flow of the hydraulic fluid and spaced in such a manner as to provide the desired cushioning as the piston moved toward either end of the cylinder during an impact.

"Such a hydraulic cushioning device, with a fluid capacity of 10 gal, was built . . . and applied to an existing 40-ft friction-bearing boxcar which was modified for its application, Fig. 2.

"A conventional 50-ton, 50-ft 6-in. DF boxcar was selected and modified for the application of the hydraulic unit. . . . The conventional impact register, with which both the shipper and railroad man are familiar, was . . . used in the tests of the car. Fig. 3 is a graph showing longitudinal impact register data from a shock control car compared with that of a conventional car equipped with AAR friction draft gears. . . .

"The marked reduction in the impact forces in the vertical plane in the shock control car as compared to the conventional car is considered to be a very important feature in the ability of the shock control car to protect lading.

(Please Turn Page)

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Adjustable
STORAGE RACKS

Pat. App. For

• 3 SHELF SIZES

• 1 PANEL SIZE

PRICED AT...

ONLY 2 PARTS TO ASSEMBLE

NO BOLTING NO WELDING

1 \$845

2 \$1670

3 \$1905

★ CAPACITY 5000 lbs. per shelf ★

★ IMMEDIATE DELIVERY FROM STOCK ★

JUST TWO STEPS—SET UP PANELS SNAP SHELVES IN POSITION



Standard racks can be joined in multiple sections of the same shelving length, or any combination. Shown here are sections with the three different shelving sizes, adjusted to various storage openings.

LOW COST P-S Standard Series 60 Racks are ideal where fast action is necessary to solve your storage problem.

Built of sturdy steel channel they are capable of handling almost any kind of materials and merchandise on pallets, skids, boxes or barrels. Come in four pieces—A. Vertical PANEL 8½' high, 30" deep and 2½" wide with shelves adjustable to 7" centers. B. THREE DIFFERENT SHELF LENGTHS 4½', 7½' and 9' each 30" deep. No small parts, set entirely by hand, top shelf can be flush. Standard racks can be joined in multiple sections of the same shelving lengths, or any combination.

★ Can Be Built To Customer Specifications

DESIGNED AND MANUFACTURED BY

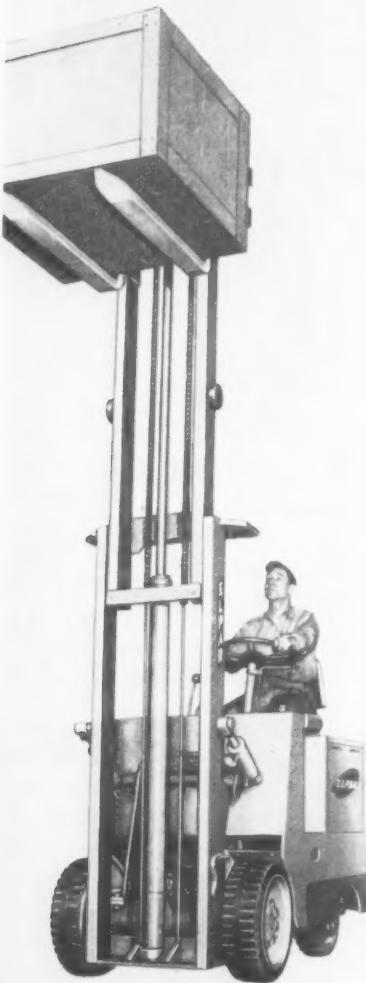
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Circle No. 9 on Card, Facing Page 51

... Car impacts

(Continued from Preceding Page)

"Measurements of the capacity of this shock control unit have run as high as 200,000 ft-lb. . . .

Reporting on the condition of lading in a number of representative shipments, Bickle said that out of 407 cars checked, 354 had no claims filed. Twenty-four had damage of less than \$10. Twenty-nine had damage over \$25.

"A total of 74 different commodities were handled in these 407 loads, with a predominance of canned goods, auto glass and windshields, tin plate, lithograph paper, aluminum foil, chemicals, and liquor. . . ."

Wallace E. Baille, manager, Research and Development Department, Technical Center, National Malleable and Steel Castings Co., spoke on "Impact as Related to Freight-Car and Lading Damage."

He described a research program in which impacts between loaded bulk cars were conducted to determine the relation between car cushioning and structural effects. These impacts were conducted between 70-ton hopper cars, 95-ton ore cars, loaded tank cars, and many combinations of these and other types of cars with conventional and experimental draft gears.

The tests showed that "properly designed draft gears which employ rubber as the cushioning medium provide important control of coupler forces and corresponding structural stresses during impact."

"In general, additional capacity in a draft gear must be justified on the basis of its beneficial effect on car structures because . . . it does not, in general, materially affect lading forces. . . . Therefore, a requirement of high capacity in a draft gear . . . is no guarantee of improved . . . lading protection. . . ."

"Increased Cushioning Capacity—A Requirement of Tomorrow's Freight Car" was the subject of a paper by R. E. Abbott and H. K. Lanning. Abbott is engineer of physical tests for the Association

of American Railroads. Lanning is mechanical and research engineer for the Atchison, Topeka and Santa Fe.

"The draft-gear equipment that will be used on tomorrow's freight car will be tailored in design to meet the protection requirements of that specific type of car operation. . . . The costs that are directly assignable to inadequate draft protection fall into five separate categories. . . . The greatest single cost is the hidden cost in the staggering car-repair bill. . . . The second cost . . . is the shortening of the useful life of a freight car. . . . Lading-damage cost is the one which has been most widely publicized. . . . The cost to the railroad shipper for added interval bracing and packaging . . . is a very real cost. . . . The fifth and most important cost is the loss of dissatisfied customers. . . ."

"Although there are practical considerations in the design of friction draft gears which may limit the possibility of obtaining a rectangular force-travel diagram, considerable improvement has been made in the capacities of the recently developed types. . . ."

"Rubber gears are extremely effective against over-speed impacts, but exert correspondingly high reactive force at full travel. . . ."

"Hydraulic-type draft gears present considerable promise for approaching the 'rectangular' type of force-travel diagram and providing high capacity in a small amount of travel. There are problems to be overcome, however, in the development of a suitable hydraulic draft gear. . . ."

"The hydraulic type of device has a distinct advantage in that the force-travel diagram can be designed to have any shape desired. . . ."

"Where fragile lading is to be protected or even in cases where the car structure contains (delicate) machinery . . . , a long-travel type of cushioning device is highly recommended. Only with increased travel of the cushioning device can the cushioning capacity be increased effectively without introducing higher reaction forces. . . ."

(Resume Reading on Page 43)

... by NFTC

(Continued from Page 55)

particularly in processing and manufacturing of Canadian natural resources.

Grauer concluded that the principal obstacle to such cooperation wears the United States tariff.

E. Grosvenor Plowman
Vice president—Traffic,
United States Steel Corporation,
Pittsburgh, Pa.

This speaker reviewed the development of transportation in both foreign and domestic freight service, the current physical problems of handling and moving freight in foreign trade, looked for some solutions of current transportation problems by means of containerization and electronic data processing.

W. Sam Carpenter, III
General manager,
International Department,
E. I. DuPont de Nemours and Co.,
Wilmington, Del.

American business investment in productive facilities overseas, said Carpenter, "may well be a key to our future relations with other nations," if those facilities are operated in conformity with the public welfare of the host country.

"Overseas business carries with it exceedingly important public responsibilities. The broad national business of the United States and the corporation's self-interest are inevitably interwoven as they are here, but in foreign lands we are representatives of the United States.

"We must live by the laws, the customs, and the preferences of the nation in which our plants are located. We must earn acceptance of our presence as well as of our products."

As for the current opportunities in business climate, the speaker said, "Overseas business has entered the most dynamic and promising era in our history." He cited other liberal factors as increased economic and political stability, greater mobility of capital and earnings, and the emer-

gence of the common market concept.

The establishment of overseas operating policies requires "a high degree of open-mindedness and flexibility. It is both necessary and desirable to employ a high percentage of local residents and create opportunities for them. DuPont has no restrictions on how far local residents can advance in management."

In choosing a product to be manufactured overseas, a major consideration is, he said, "the contribution that product can make to the economy in which it is produced."

In conclusion, he emphasized that "Operating overseas stands today as one of the great frontiers for American industry."

Bruce Payne
President, Bruce Payne &
Associates, Inc.
New York, N. Y.

"To me the most vital single problem facing American business, and our nation as a whole,"

(Please Turn Page)



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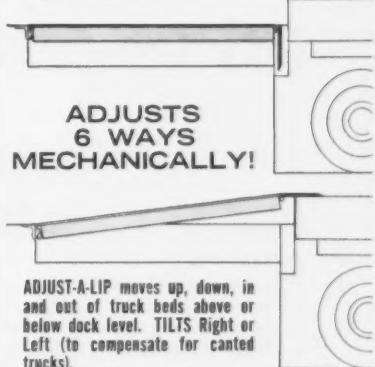
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In his letter to a prospective Kelley purchaser Bush exclaimed, "Kelley Dockboards have more than paid for themselves! Our men look for ways to load trucks with powered equipment today. Previously, the use of loose dock plates made them reluctant to use powered equipment going in and out of trucks because dock plates could easily slip out and cause a serious accident.

All in all, Kelley Dockboards are one of the best investments we've ever made. And, their Dockboards are truly trouble free!"



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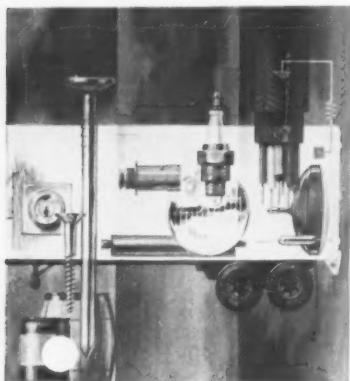
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... by NFTC

(Continued from Preceding Page)

said Payne, "in the next five to ten years is our immediate need for expanding our markets into the newly developed nations. The population of these areas include almost one billion people, or more than half of the population of the world. They constitute our great source of raw materials and markets in the years ahead."

George F. James

Senior vice president — Finance,
Socony Mobil Oil Company, Inc.
New York, N. Y.

The outlook for business expansion depends, said James, on how well the Free World solves three basic problems:

1. Protectionism. Resistance to economic trade barriers.

2. Europe and Japan to assume their share of the burden for defense and economic assistance in the Free World.

3. The United States, Europe and Japan to cooperate to create new markets and stimulate economic growth in the underdeveloped nations.

The speaker questioned whether the unfavorable balance of payments is a real ghost or "a sheet hanging on the protectionist party line."

Carl P. Blackwell
Director,
International Economic
Analysis Division
Bureau of Foreign Commerce,
U. S. Department of Commerce
Washington, D. C.

Despite an awesomely complex array of interacting factors—economic, political and social, Blackwell believes that "we shall be living, during the next decade or so, in a world in which foreign economies are growing somewhat faster than our own.

I realize that these developments also imply new and stronger competition from foreign producers. Or in terms of a static view of the market, however, would this strike me as a deadly threat to our position. And a static view of the market is highly incompatible with the increases in foreign productivity, output, and incomes which are envisioned.

"If per capita incomes rise fast enough in Europe, I find it easy to imagine that up-grading of consumption habits in the upper-middle income brackets may create a constantly-shifting fringe of demands for various goods, especially consumer durables of types and grades currently mass-produced only for our own 'affluent society.'

"As world trade moves out of the cyclical trough of 1958-59, and European countries step up their purchases of primary products from Asian, African, and Latin American countries, elimination of discriminatory import policies in the latter countries may open up some new opportunities for U. S. sales, and thus channel some of the flow of dollars which has been going into European reserves into use for purchases here." •

(Resume Reading on Page 54)

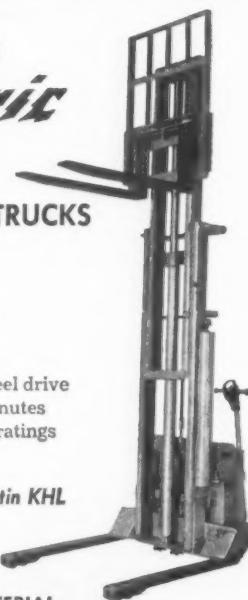
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... Freedom

(Continued from Page 55)

2. Meeting the Competition.

How can we, while combining in restraint of war, meet the most ruthless competition the world has seen?

Intelligent visitors to the Soviet Union have noted the zeal there for "catching up" with the United States. We will not fare well in competition with the Soviets unless we can match their enthusiasm for achievement.

Our greatest advantage in the world struggle is that we are not alone. Many countries are with us wholeheartedly, and confidently. Many others are with us in spirit, even though they cannot say so.

One of the most heartening sights in recent years has been the revival of the economic strength of our free-world partners in Western Europe and Japan. They are now able to offer their peoples the prospect of continuing economic growth and of sustained high levels of economic activity. In so doing, they demonstrate the continuing vitality of free societies.

Last year, as a result of its economic transactions with other countries, the United States had a deficit in its balance of payments, as measured by the transfer to other countries of gold and liquid dollar assets, of about \$3.4 billion. This year, we may expect a deficit of some \$4 billion. Deficits of this magnitude cannot continue indefinitely.

The problem is to see to it that the deficit is reduced by means which enlarge international trade and do not restrict it—by methods which promote competition and the flow of development capital rather than restrict them.

At the recent meetings of the International Monetary Fund and the General Agreement on Tariffs and Trade, the United States called for an end to the discriminatory restrictions which many foreign countries had been compelled to maintain against American exports in earlier years, but which are not longer needed. Our

request received gratifying support on all sides.

There is a growing opportunity for other industrial countries to assist in the development of the free world, not only by exporting goods, but also by providing more financing of these goods and on terms that more nearly meet the requirements of the less-developed areas. One way in which this objective can be pursued is through the International Development Association.

The world-wide procurement policies of the International Cooperation Administration, like the financial policies of other agencies of this Government, are always subject to review. A review has just been completed.

In the ICA we try to provide economic strength to economies maintaining heavy military burdens in the defense of the Free World and deal primarily in consumable items such as food, fertilizers, fuel, and the like. Many of these articles are financed on a grant basis. Some of them are procured from less developed countries, and this procurement provides needed help.

ICA operates to promote private enterprise in the recipient countries and has worked successfully to this end. Private businessmen buy and resell the commodities concerned on a competitive basis. This would not be possible if they were required to buy at higher than world prices.

There are indications of improvement in American exports during recent months. We hope this trend will be maintained and that it will lead to an improvement in our over-all balance of payments next year.

3. Faith in Freedom. Chairman Khrushchev sees the future as competition between rival social systems by means other than war. We Americans welcome competition, and we are ready to join him in finding ways of making it securely peaceful.

As we move forward in what may become a new era of competitive peace, our chief source of strength will not lie in material things—but in our faith in freedom. •

(Resume Reading on Page 55)

"Sell with virtually no inventory, no warehouse?"

Easy—we use Delta Air Freight



Georgia Business Machine Co. (Office machines) sells from sample demonstrators, calls orders in to New York, provides next day delivery to customers—with Delta Air Freight.

"This is a streamlined operation," says H. A. Fleming, President, "where costs must be kept to an absolute minimum. We have eliminated warehouses and have virtually no capital tied up in stock. We provide customers with as fast if not faster delivery than if we trucked from warehouses. Delta Air Freight is a major reason for our success."

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GENERAL OFFICES: ATLANTA AIRPORT, ATLANTA, GA.

... Dimensions

(Continued from Page 55)

1. Since we will be dealing with tougher competitors, our own bargaining must become tougher. To protect the best interests of our people, we must see to it wherever we bargain that we get as good as we give.

2. When we bargain, we should request our trading partners to remove the discriminations against dollar trade that have existed for most of the post-war period. We have every right to ask this as foreign economic strength increases, and it is encouraging to note that some foreign nations have taken steps in this direction.

3. We can greatly increase our bargaining strength if we develop our future trade policies on a consistent, long-range basis.

4. As we negotiate with the common market areas, we must always have a clear vision of the kind of world trading system that we ultimately want. When we arrive at

an agreement with a common-market group, we have the assurance that it will apply to our trade with all of the members.

5. But when we are dealing with a free trade area, we have to face up to our old reciprocal trade bargaining dilemma in a new form.

In the bilateral bargaining that we have conducted, any concessions granted by either party were automatically extended to other countries under the most-favored-nation privilege.

Under that principle, we have to extend the concessions that we give any country in a free trade area to the other countries in that area. However, the members of a free trade area will not necessarily grant to our exports the same terms that they give to each other.

Five Principles

There are five principles for the conduct of East-West trade that we must abide by to protect our interests and those of the free world:

First, we must hold to our demand that the Soviet Union pay up on the Lend-Lease debts.

Second, we must insist that all free world trade with the Soviet bloc conform to the regulations subscribed to by the 36 free world nations under the General Agreement on Tariffs and Trade.

In addition, the free-world countries should work toward a requirement that their trade with the Soviet Bloc shall be in convertible currencies.

Third, we should seek agreement among the nations that belong to NATO, SEATO, and the Rio Pact to apply to East-West trade the GATT rules designed to prevent discrimination and dumping.

Fourth, Congress should establish a Board of Economic Defense with adequate powers to deal with any Soviet Bloc disruptions or domination of free world markets.

Fifth, the whole question of Soviet compliance with free world trading rules should be on the agenda of any forthcoming Summit Conference as an essential condition of the expansion of East-West trade. •

(Resume Reading on Page 56)

NEW WATSON HIDE-A-GATE

...a powered elevating gate that "hides" for dock loading!

Here's a *natural* for truck operators who do both dock and floor-to-floor loading.

A flip of the single control lever brings Hide-A-Gate out and down, ready to lift and load up to 1200 lbs. When you're through, flip the lever again and Hide-A-Gate folds neatly under the truck frame. You can back up tight to loading docks, run fork lifts in and out. Van doors can be opened without lowering gate; there's room for steps at either side, too.

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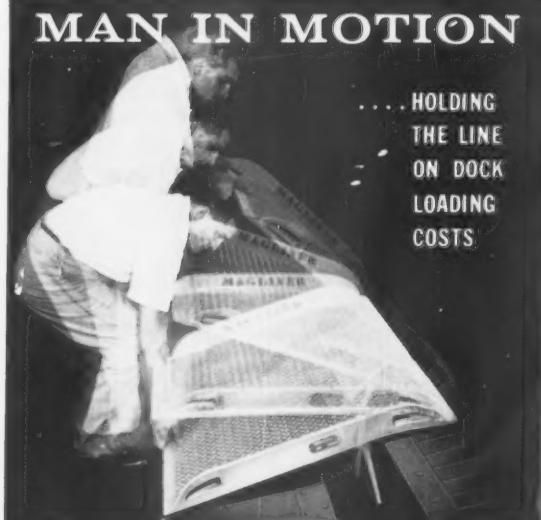
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Circle No. 12 on Card, Facing Page 51, for more information

Co-op picks orders...

(Continued from Page 57)

room. The items are stocked on specially built shelves.

They are arranged in the same sequence as they are listed in the price book and as they are placed in the tub files of the billing room just as all other items in the warehouse.

The orders in this room are put on order carts. Two men select all of the merchandise going out of this room. There are more than 1400 items stocked there. After the order has been selected, it is checked and counted for pieces as compared to the invoice count.

The merchandise is then repacked into large boxes, sealed, marked with the member's name, and placed on a gravity chute leading to the truck loading area.

This room and its reserve storage area is air-conditioned through the use of water from a deep well just outside the building. Temperatures are maintained which are best for storage of candy and tobacco.

The order checking and truck loading area is the point at which all parts of the total invoice are consolidated for final checking. A gravity chute leads down from the repack room.

Just to the right of the checking and truck loading area is the area into which trailers are placed to be loaded for the next day's trips. These trailers are backed right inside the building and are at the exact floor level so that the order trailers can be run into the trailers for quick and easy loading.

The selection line is used for fast moving items. It is only about 20 or 50 ft from the trailer bays where the item is unloaded.

Structural steel framework supports heavy roller conveyors which are inclined toward the aisles. Pallet loads of merchandise are placed overhead on these conveyors by fork lift trucks which push the loads to the rear as each new load is being put in place.

They are kept from rolling back off by a steel angle welded at the lower end of each line of conveyors.

The loads are piled about as high as a man's head. There is no need to work with loads only about 3 ft high as is the case with the so-called rack system of warehousing. When the fork trucks in this warehouse go from car to reserve and from reserve to selection line, they are carrying a full load and make fewer trips to do the same job.

Because of the unusually high tons-per-man hour that are attained in this warehouse operation, there are only 15 employes in the dry grocery warehouse. They are paid on the basis of a bonus each week which is determined by that week's sales from their department. When there is an unusually large volume either in dry groceries or in perishables, the employes in that department receive a proportionally higher bonus for that week's work in addition to their regular straight time and overtime. Efficiencies in operation reflect directly into the paycheck of each employee. •

(Resume Reading on Page 68)



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COMPARE THESE ADVANTAGES

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By Leo T. Parker
Legal Consultant,
Distribution Age

WITHIN THE LAW

WAREHOUSING

Is it unlawful for a warehouse employee to earn a secret profit when conducting warehouse work?

Yes. In *E— Co. v. C—*, 153 N. E. (2d) 307, it was shown that a warehouse company's employee rented certain vacant spaces in the warehouse and failed to account to the company for the rental money. After death of the employee the company's officials learned of the rental contracts. In subsequent litigation, the higher court held that the deceased employee's estate must repay to the warehouse all money collected, plus legal interest.

Is the U. S. liable for payment of storage charges on seized merchandise in a warehouse?

According to a leading higher court decision the United States government is not liable for payment of such charges.

For instance, in *U— S— v. S— C— Co.* 249 Fed. Rep. (2d) 382, the testimony showed that the U. S. seized several carloads of tomato paste believed to be adulterated. The paste was stored by the government's agent in a warehouse while awaiting future disposition of the paste by the court.

During a later trial it was determined that the paste was not adulterated. The manufacturer was privileged to take possession of the paste from the warehouse and sell it.

In subsequent litigation, it was contended by the warehouseman that the government must pay \$2,268.09 for service charges of unloading the railroad cars and moving the cartons of tomato paste to the warehouse. It was contended that the government was liable because the charges grew out of the negligence and wrongful act of an employee of the government while acting within the scope of his employment under circumstances where the United States,

if a private person, would be liable.

It is interesting to observe that the lower court held that the government must pay the charges, and therefore the manufacturer need not pay the charges to the warehouseman. The higher federal court reversed this decision holding that the government need not pay the charges to the warehouseman, and said:

"We hold the lower court was entirely without authority to assess damages against the United States. The judgment holding that the United States of America pay in the sum of \$2,268.09 is reversed."

Can failure of an insured to carefully study a policy for exact coverage result in heavy loss?

Yes. For example, in *I— W— I— v. B—*, 258 Fed. Rep. (2d) 800, the testimony showed facts, as follows: The *I— W—*, *I—* is engaged in exporting petroleum waxes to South America. These ship-

ments are covered by marine insurance issued by Lloyd's. *I— W—*, *I—* made a contract to sell 500 tons of semi-refined paraffin wax, \$7.80 per 100 lb, FAS New Orleans, CIF Valparaiso, documents at sight through the Bank of Chile.

In fulfillment of this contract it made five shipments of waxes from Tulsa, Okla., to Santiago via New Orleans and Valparaiso. More than five months after the arrival of the final shipment, the waxes were still in the custom warehouse on the Valparaiso waterfront. At this time fire ravaged the warehouse and destroyed the waxes.

The insurance policy held by *I— W—*, *I—* contained many clauses, two of which officials of the insured company failed to read. One clause provides:

"This insurance shall in no case be deemed to extend to cover loss damage or expense proximately caused by delay in inherent vice of nature of the subject-matter insured."

Another clause in the policy provides that the goods are insured while in a warehouse after arrival at final destination "for 30 days and thereafter held covered at an additional premium."

In view of these two clauses, the higher federal court reversed the lower court's decision and held that the *I— W—*, *I—* could not collect \$43,803 insurance from Lloyd's. This higher court said:

"Clause 6 printed on each certificate that loss caused by delay was not covered put the plaintiff (*I— W—*, *I—*) on notice that the insurer was not furnishing it with an unlimited storage contract. The assured (*I— W—*, *I—*) had a wealth of experience in exporting to South America, and it could well expect delays of several months in clearing customs in Chile. Had it desired coverage for storage at Valparaiso for more than the 30 days provided in the certificates, it could have availed itself of this protection at the relatively small warehouse extension rate."

New Aluminum Tank Car



Another era in improved transportation of chemicals was opened recently when Celanese Chemical Co. accepted delivery of an aluminum tank car from General American Transportation Corp. which claims that the car is the largest ever manufactured. The tank has a top capacity of 20,000 gal. It is the first of 50 which have been ordered by the chemical company to transport acetic acid. Due to the car's large dimensions, during manufacture it was necessary to lay it parallel rather than transverse to the long wall of the shops. Twelve aluminum coils are installed in the car so that the fluid can be unloaded easily.

Have there been any interesting developments concerning taxes on goods stored in warehouses?

Yes, but first it is important to know what the higher court said in the leading case of *T— v. P— Co.*, 207 F. 30, 124. This court said:

"The mere fact that property of a foreign corporation is in a State on a given date does not of itself give it a taxable situs there, when it has not come to rest within the State for a definite time so as to become part of the general mass of property of the State and acquire an actual situs for taxation."

And again in the leading case of *B— L— Co. v. W—*, 118 Ill. 559, 9 N. E. 254, the court held that merchandise in the course of transportation from one State to another over any of the public highways or railroads in interstate commerce is not subject to taxation as it passes over such highways or railroads.

This court also held that a mere delay in transportation, caused by law, water or ice or other unavoidable cause, does not render the merchandise liable to taxation by state, county or city authorities.

On the other hand, it is interesting to note that in *P— v. B—*, 90 N. E. 686, the Court held that where merchandise is being conveyed or transported from one State to another and it is stopped in an intermediate State for inspection, it is subject to State taxation where it is temporarily delayed.

Also, see *M— v. B—*, 94 Atl. 310. This Court held that where the continuous journey of an interstate commerce shipment is broken or interrupted, as where it is unloaded for the purpose of repacking or repairs it is subject to taxation in the State where it is temporarily delayed.

Other courts, of course, have held that merchandise is subject to state, county and city taxation, if such merchandise is stopped in a state for sorting, distribution, packing, storage or other purposes to the advantage of the consignor or consignee and not by necessity.

As previously mentioned in these pages an interesting higher court case on taxation is *A— v. F—*, 3 S. E. (2d) 595. In this case the testimony showed that a manufacturer in New York took orders for merchandise from purchasers in the State of Georgia.

Then the manufacturer shipped the goods to a warehouse company in Atlanta. The manufacturer from time to time sent instructions to the warehouse company to ship certain of the merchandise to these purchasers.

The higher court held that the goods in the warehouse were not subject to taxation in the State of Georgia because actually the interstate character of the merchandise was not broken by the same being

deposited in the warehouse for further shipments to the purchasers in Georgia.

Hence, it is quite apparent that so long as the interstate commerce character of shipped goods is not broken, the goods are not subject to state, county or city taxation.

For comparison, see *K— v. R—*, 188 U. S. 1, 23 Sup. Ct. 259, 47 L. Ed. 259. The United States Supreme Court held that merchandise actually in transit is exempt from local taxation, if it be stored for an indefinite time in a warehouse during such transit due to lack of faculties for immediate transportation.

With respect to movables, as motor trucks, boats, engines, cars, etc. see the case of *C— v. P— Co.*, 121 Ky. 218, 28 Ky. Law Rep. 199, 89 S. W. 116, and the same thought was expressed, in the case of *B— & O— T. Co. v. C—*, 177 Ky. 198 S. W. 25, involving the same principle. These courts held:

"It has been settled by the United States Supreme Court that engines and cars of a railroad company coming into a State continuously in the regular course of business may be taxed in that State, although no one of the engines or cars so coming into the State may remain in the State a sufficient length of time to give any particular engines or cars a situs in the State for taxation."

Considerable discussion has arisen from time to time over the legal ques-

tion: What right has a state or municipality to tax a corporation which transacts interstate business, but maintains branch offices in different states?

The fact that a corporation maintains a branch office, or distribution station, in a foreign state does not result in the corporation being liable for payment of taxes or license fees imposed by the foreign state.

For example, in *C— B— Co. v. C— of M—*, 246 U. S. 147, it was disclosed that a Connecticut corporation maintained in Boston, Massachusetts a selling office with an office salesman and four traveling salesmen who solicit and take orders for merchandise in Massachusetts.

The orders are subject to approval by the home office in Connecticut from which the shipments are made directly to the purchasers. Since the orders are sent to the home office, from where shipments and collections are made, the United States Supreme Court held that the state of Massachusetts cannot assess and collect taxes from the corporation for privilege of operating its branch office in Massachusetts.

In another case, *M— v. M—*, F—, 131 So. 373, it was shown that a corporation located in Indianapolis, Indiana, maintained an office in the city of Miami, Florida. All of the orders were mailed by the branch manager in Miami to Indianapolis and were shipped by the corporation from Indianapolis to the purchasers C. O. D. in Miami.

The court held this corporation not required to pay a license fee to the city of Miami. Also, in *M— v. P—*, 268 U. S. 325, the United States Supreme Court held similarly.

Also, it has been held that although an agent of the seller delivers goods and collects money therefor, this fact alone does not result in a city or state being entitled to levy a tax where it is shown that the agent's orders were sent to the headquarters of the company in another state.

In *C— v. Q—*, 53 So. 741, an agent of a Pittsburgh, Pennsylvania, corporation took orders in a foreign state for merchandise. The agent sent these orders to the company at Pittsburgh and when he received the goods, he delivered them to the customers, collected the money therefor, and remitted it to the company in Pennsylvania.

It was held that this business is interstate commerce and that taxation laws are void in the state in which the agent worked.

Of course, if a manufacturer in one state employs a salesman to solicit orders in another state, and the salesman takes the orders to a warehouseman, or distributor, or jobber in the foreign state to be filled the manufacturer is "doing business" in the foreign state and, therefore, is subject to taxation laws.

Aluminum Cargo Containers



This is one of 1500 newly-developed aluminum cargo containers being readied for use aboard Grace Line ships. The askew position is intentional, to test the unit's ability to withstand a 30-deg roll with a 4-ton roof load. Containers of this type permit loading and sealing of goods for transport anywhere without accessibility to the contents until shipment reaches destination. The container was designed by Highway Trailer Co.

Warehouse SPOTLIGHT



Oklahoma City Warehousemen Reassemble for New Goals

The Oklahoma City Movers and Warehousemen's Association has reassembled in order to improve relations between operators, elevate the moving industry, and obtain certain law enforcement.

Among the problems facing the group is the multi-level tariffs now prevalent in Oklahoma. Officers of the Association are Donald Chevalley, president; Howard Upshaw, vice president; Victor Hrbacek, secretary-treasurer; and Carolyn Hansen and Ernest Ainsworth, both directors.

—DA—

Ernie's Van and Storage Co., Berkeley, Calif., recently opened its new \$100,000 warehouse at Sixth and Virginia Sts., with 18,000 sq ft of space which includes a special moth-proof area for furniture storage.

—DA—

New ARI Standard

The Air-Conditioning and Refrigeration Institute recently published the first ARI Standard for refrigeration units designed for use in refrigerating trucks and trailers. Copies of the ARI Standard 1110-59 are available at 75 cents each from the Air-Conditioning and Refrigeration Institute, 1346 Connecticut Ave., N.W., Washington 6, D.C.

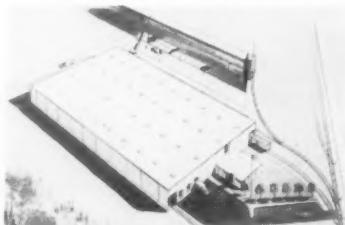
New Ft. Worth Warehouse

J. B. Craddock, Jr. and O. D. Shackelford are now operating Craddock Moving and Storage Co. in a new brick warehouse near the downtown Ft. Worth, Texas, area. The company is an agent for Allied Van Lines.

—DA—

The National Association of Refrigerated Warehouses has prepared a new group of safety posters which cost 15 cents each for 8½ x 11½-in. posters and 30 cents for 17 x 23-in. ones. Descriptive literature is available from 1210 Tower Bldg., Washington 5, D.C.

New Illinois Warehouse



Near completion in Peoria, Ill., is the new warehouse designed for United Warehousing Facilities, Inc. The warehouse will cover 65,000 sq ft with 22 ft high clear span and contain unloading tracks for 14 cars inside the building. It is located on the Toledo, Peoria, and Western Railroad and adjoins the Illinois River for future barge facilities.

WVL Holds National Meeting To Discuss Expansion

The keynote of the moving industry is change, said E. S. Wheaton in an address before the National Meeting of Wheaton Van Lines, Inc., recently.

Wheaton, who is president of the Movers Conference of America also, told the 300 agents, employees, and guests at the gathering that many changes would be motivated by business and commercial development in new areas and by population increases in all areas. He said that increasing highway and city traffic would bring about changes in truck and trailer design.

A broad program of research and engineering is needed to meet the challenge of change, he feels.

—DA—

Men in the Spotlight

Donald D. Heydlauff — appointed vice president-sales, Global Van Lines.

Tom Petty — new vice president, King Van Lines, Wichita, Kan.

Donald Wood — named assistant to the vice president, Public Warehouse Co., Oklahoma City, Okla.

Mrs. Harry D. Crooks — elected president, Crooks Terminal Warehouses, Inc., Chicago, Ill.

Harry H. Roer — named assistant general manager, United Van Lines, Inc.; **Peter B. Goelz** — vice president; **Orville C. Wheeler** — sales manager; and **Richard A. Peterson** — operations manager.

M. F. Whitehead — appointed executive vice president, Lehigh Warehouse and Transportation Co.

Vincent L. Kivlen — is the new general manager, Lackawanna Warehouse Co., Jersey City, N.J.

Jess Perry — promoted to general manager, Allmen Transfer and Moving Co., Cleveland, Ohio.

Paul Clarke — elected to Board of directors of Ohio Farmers Insurance Co. and Superior Risk Insurance Co., LeRoy, Ohio. He is assistant president of North American Van Lines, Inc.

Lawrence E. Dayer — appointed general manager, Lincoln Storage of Buffalo, Inc.

Raymond Schramm — reappointed chairman, Warehousing Division, New York City Cancer Committee's 1960 Crusade.

James S. Myers — new director of safety, Atlas Van Lines, Inc., Chicago, Ill.

Robert G. Begeman — appointed safety engineer-Southwest Region, Allied Van Lines, Inc.

Movers Merge Facilities

A New York organization has been formed by Weissberger Moving and Storage Co., Inc.; Atlas Storage Co., Inc., Liberty Moving and Storage Corp.; Amsterdam Storage Warehouses, Inc.; and Brooklyn Fireproof Storage, Inc.

—DA—

Three states, Nevada, Florida, and Arizona, in that order, are leading in rate of population gain since the 1950 Census. Each has had an increase of more than 50 per cent. Copies of the Current Population Report are available from the U. S. Dept. of Commerce field offices at 10 cents per copy.

—DA—

Warehouse Briefs

Dean Van Lines has been appointed official carrier for the 1960 Winter Convention on Military Electronics sponsored by the Institute of Radio Engineers.

Two of California's transportation and warehouse services were united recently with the purchase of Pixley Transportation by Trojan Transportation and Warehouse Co.

The name of Lehigh Terminal and Warehouse Corp. was changed recently to Port Newark Terminal and Warehouse Corp. with Michael Maher and William Drake as president and chairman of the Board, respectively.

Van-Pak, Inc., is the new corporation formed to operate a world-wide containerized moving and storage business with steel, sealed containers. Charles H. Barrett is president of the new Des Moines, Iowa, firm.

The D. H. Overmyer Warehouse Co. has begun construction on its new 40,000 sq ft facility in the Chattahoochee Industrial Area, Atlanta, Ga. It is directly across from the present warehouse. Both facilities will be serviced by the Seaboard Airline Railroad.

A new warehouse to serve the San Leandro, Calif., area has been opened by Encinal Terminals at 1501 Doolittle Drive. It has 125,000 sq ft and a 53,000 sq ft warehouse across Doolittle Drive.

New agents of Aero Mayflower Transit Co., Inc., are William H. Peoples Transfer, Inc., Dover, Del.; Ralph Harrish Moving and Storage Co., Inc., Burley, Idaho; Lincoln Storage and Moving Co., Inc., Morton Grove, Ill.; and Malone Van and Storage, Salina, Kan.

Driver Safety Award



A record of 18 years and more than a million miles of highway driving without an accident has won for Herb Arnold the Allied Driver of the Year Award. It was presented to Arnold, a driver for Dunn Brothers Storage Warehouses, Chicago, at the Allied's Annual Meeting. Shown left to right: Charles Werner, Chicago district director for ICC; President LaBelle; and Mr. and Mrs. Arnold.

Van Line Adds Tractors



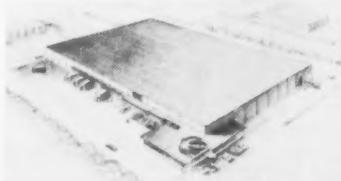
Global Van Lines recently added to its highway fleet several new International cabover tractors. This tractor was selected because of increased visibility and faster maintenance.

Ballet in Van 106 Times



For the third straight year, the French Ballet Russe de Monte Carlo is visiting 106 American cities via National Van Lines, Inc. The tour ends in April at Providence, R. I., after 18,000 miles on the road.

Milwaukee Warehouse



A contract has been signed in Portland, Ore., for the construction of a 108,000 sq ft warehouse on a 7½ acre tract. It will take shape in the Milwaukee Industrial Park area. The warehouse, built for Rudie Wilhelm Warehouse Co., will be a single-floor operation, sprinklered, and ADT fire protected. It will have both cool and cold storage with humidity control.

Van Line Displays



Service available to shippers was featured at the United Van Lines display at the National Business Show recently. Through a picture window, a photo mural of a moving van can be seen. It shows the new trademark on United's vans.

Warehouse Directory

Listed below are approximately 300 public warehouses whose services are advertised in this issue of **DISTRIBUTION AGE**. The listing is alphabetical by city and state. Included are general merchandise warehouses, refrigerated warehouses, and household goods warehouses. Also listed are a number of national warehouse sales organizations.

Additional information on the services and facilities of particular warehouses shown in the listing can be obtained by turning to the advertisements on the following pages. Generally the advertisements appear in the same geographical, alphabetical sequence as the listings below. Still more information can be had by writing directly to the warehouse.

ALABAMA

Birmingham

Doc's Tfr. & Warehouse, Inc.
Harris Warehouse Co.
Strickland Tfr. & Whse. Co.

ARIZONA

Phoenix

B-Z-Bee Transp'n. & Whse. Co.
Lightning Mfg. & Whse.

CALIFORNIA

Los Angeles

Bekins Warehousing Corp.
California Warehouse Co.
Central Term. Whse. Co.
Davies Warehouse Co.
Overland Term. Warehouse Co.
Pacific Coast Term. Whse. Co.
Pacific Commercial Whse., Inc.
Star Truck & Whse. Co.
Union Terminal Warehouse

Oakland

Howard Terminal

San Diego

Lyon Van & Storage Co.

San Francisco

San Franciscos Whse. Co.

COLORADO

Colorado Springs

Weicker Tfr. & Stge. Co.
Denver

Alpine State Warehouse
Larsen Tfr. & Stge. Co.
North Denver Tfr. & Stge.
Weicker Tfr. & Stge. Co.

Pueblo

Weicker Tfr. & Stge. Co.

CONNECTICUT

Bridgeport

William B. Meyer, Inc.

Hartford

George E. Dewey & Co.
Hartford Despatch & Whse.
Co., Inc.

New Haven

Smedley Company

DELAWARE

Dover

Delmarva Whses., Inc.

DISTRICT OF COLUMBIA

Washington

Davidson Tfr. & Storage Co.
Kane Warehouse Company
Terminal Stge. Co. of Wash.

FLORIDA

Jacksonville

Jacksonville Warehouse Co.

GEORGIA

Atlanta

American Bonded Whse.
Coweta Bonded Warehouse

Savannah

Savannah Bonded Whse. & Tfr.
Co.

HAWAII

Honolulu

H C & D Mvg. & Stge.

ILLINOIS

Cairo

Hudson Warehouses

Chicago

Ace Warehousing Service
Affiliated Whse. Companies
American Chain of Whses., Inc.
Anchor Storage Co.
Associated Warehouses, Inc.
Crooks Terminal Whses., Inc.
Currier-Lee Whses., Inc.
Equipment Storage Corp.
Griswold & Bateman Whse. Co.
Grove Storage Co., Inc.
Joyce Bros. Stge. & Van Co.
Majestic Whses., Inc.
Midland Warehouses, Inc.
North Pier Terminal
Packer Term'l & Whse. Corp.
Producers Warehouse Co.
Riverside Warehouse
Soo Terminal Whse.
Sykes Terminal Whse. Co.
Thomson Terminals, Inc.
Wakem & McLaughlin, Inc.
Western Warehousing Co.

Chicago Heights

United Warehousing Co.

East St. Louis

McMahon Transfer & Whse. Co.
Mid-America Term'l. Whse.,
Inc.

Mississippi Avenue Whse.

Joliet

Joliet Whse. & Tfr. Co.

Kankakee

Belt Route Whse. Stge. Co.

Peoria

United Whsing. Facilities, Inc.

Vandalia

Vandalia Whse. Corp.

INDIANA

Elkhart

Schult General Warehouse
Evansville

Mead Johnson Terminal Corp.
Producer's, Inc.

Terminal Whse., Inc.

Fort Wayne

Fort Wayne Storage Co., Inc.

Pettit Whses., Inc.

Hammond

Great Lakes Whse. Corp.

Illiana Storage Co., Inc.

Nowak Warehouses, Inc.

Indianapolis

Indiana Term'l & Refrig. Co.
Indianapolis Whse. & Stge. Co.,
Inc.

Merchandise Whse. Co., Inc.

Strohm Whse. & Cartage Co.

Jeffersonville

Jeffersonville Div. of Louisville

Public Whse. Co.

Muncie

Oren-Shively Whses.

IOWA

Cedar Rapids

American Tfr. & Stge. Co.

Cedar Rapids Tfr. & Stge. Co.

Davenport

Roederer Transfer & Storage
Co.

Dubuque

Dubuque Stge. & Tfr. Co.

KANSAS

Kansas City

G-K Warehouses, Inc.

Wichita

Yellow Van Moving & Stge. Co.

KENTUCKY

Louisville

Louisville Public Whse. Co.

Winchester

Winn Avenue Whses., Inc.

LOUISIANA

New Orleans

H. G. Bauer Mfg. & Stge.

Commercial Term'l Whse., Inc.

Gulf Shiptide Storage Corp.

Hayes Drayage & Storage, Inc.

Maloney Tking. & Storage, Inc.

Standard Warehouse Co., Inc.

MARYLAND

Baltimore

Camden Warehouses

Davidson Transfer & Stge. Co.

Rowley Whsing. & Distributing,
Inc.

Western Maryland Whse. Co.

MASSACHUSETTS

Boston

Charles River Stores operated
by Merchants Whse. Co.

Commodity Warehouse Corp.

HOOSAC STORAGE & WHSE. CO.

National Dock & Stge. Whse.

Co.

Standard Storage Co.

Wiggin Terminals, Inc.

Lowell

Curran-Morton of Lowell, Inc.

Springfield

Pioneer Valley Refrig. Whse.,
Inc.

MICHIGAN

Detroit

Central Detroit Whse. Co.

Detroit Harbor Term'l. Inc.

Fleetwing Terminal Corp.

Grand Trunk Whse. & C. S. Co.

John F. Ivory Storage Co., Inc.

Jefferson Terminal Whse.

Lakeshore Warehouse Inc.

United States Cold Stge. Corp.

MINNESOTA

Minneapolis

Minneapolis Terminal Whse. Co.

Security Warehouse Co.

St. Paul

Central Warehouse Co.

St. Paul Term'l Whse. Co.

MISSOURI

Kansas City

Adams Tfr. & Storage Co.

Belger Warehouse Co.

Central Storage Co.

Crooks Terminal Whses., Inc.

Evans Whse. Service

G-K Whses. Inc.

Jacobs Warehouse Co., Inc.

Kansas City Term'l. Whse. Co.

Midwest Terminal Whse. Co.

St. Louis

Keystone Warehousing Co.

S. N. Long Warehouse

Madison St. Term'l. Whse. Corp.

Putger St. Whse., Inc.

St. Louis Terminal Whse. Co.

Tyler Whse. & Cold Stge. Co.

Warehousing Corp. of Mo., Inc.

Springfield

General Warehouse Corp.

NEBRASKA

Lincoln

Sullivan Tfr. & Stge. Co.

Omaha

Ford Stge. & Mvg. Co.

Gordon Stge. Whses., Inc.

Omaha Central Whse. Co.

NEW HAMPSHIRE

Manchester

McLane & Taylor Corp.

NEW JERSEY

Bayonne

Lehigh Tank Terminal

Camden

Camden Marine Terminals

Elizabeth

Wheeling Transportation, Inc.

Jersey City

Cooke Warehouse Corp., J. Leo

Lackawanna Whse. Co., Inc.

Newark
 Federal Stge. Whses.
 Lehigh Whse. & Trans. Co.
Port Newark
 Port Newark Term. &
 Whse. Corp.
 Wheeling Transportation, Inc.
Trenton
 Anchor Warehouse Co.
 Delaware Valley Whse. Co.

NEW YORK

Brooklyn
 Dock Whsing. & Bottling
 Center, Inc.
 Empire State Whses. Co.
Buffalo
 American Household Stge. Co.
 Buffalo Merchandise Whses.,
 Inc.
 Keystone Warehouse Co.
 Konowitz Warehouse, Inc.
 Laub Warehouse
 Lederer Terminals
 Wilson Warehouse, Inc.
Deer Park, L. I.
 Pinter Warehouse, Inc.
Dunkirk
 Tidewater-Cleveland Stge.
 Corp.
Horseheads
 Lehigh-Horseheads Whse. Corp.
New York City
 Affiliated Whse. Companies
 American Chain of Whses., Inc.
 Bowling Green Stge. & Van Co.
 Chelsea Fireproof Stge. Whses.
 Santini Brothers, Inc.
Rochester
 Geo. M. Clancy Carting Co., Inc.
Syracuse
 Great Northern Whses., Inc.
 King Storage Whse., Inc.
 Paul-Jeffrey Company
 White Plains
 J. H. Evans & Sons, Inc.

NORTH CAROLINA
Charlotte
 American Stge. & Whse. Co.,
 Inc.
 Dixie Cartage & Whsing. Co.
Raleigh
 Carolina Stge. & Dist. Co.
 Raleigh Bonded Whse., Inc.

NORTH DAKOTA
Fargo
 Union Storage & Tfr. Co.

OHIO
Akron
 Cotter Merchandise Stge. Co.
Cincinnati
 Cincinnati Trml. Whses., Inc.
Cleveland
 Assembly Distribution Service,
 Inc.
 Lederer Terminals
 National Terminals Corp.
Columbus
 Central Ohio Warehouse Co.
 Columbus Term. Whse. Co.
 Merchandise Whse. Co.
 Ohio Warehouses, Inc.
Dayton
 Dayton Warehouses, Inc.
 Union Storage Co.
Toledo
 Edgar's Warehouses
 Great Lakes Term. Whse. Co.
 Merchants & Mfrs. Whse. Co.
 Toledo Terminal Whse., Inc.
Youngstown
 Lederer Terminals

OKLAHOMA
Oklahoma City
 O. K. Tfr. & Stge. Co.
 Public Warehouse Co., Inc.
Tulsa
 General Warehouse Corp.

OREGON
Portland
 Holman Transfer Co.
 Oregon Transfer Co.
 Rapid Transfer & Stge. Co.
 Rude Wilhelm Whse. Co.

PENNSYLVANIA
Allentown
 Hummel Warehouse Co., Inc.
Butler
 Nicholas Tfr. & Stge. Co.
Erie
 Erie Storage & Carting Co.
 Erie Warehouse Co.
 M. V. Irwin Moving & Stge.

Harrisburg
 Harrisburg Storage Co.
 Harrisburg Warehouse Div.
 Western Whsing. Co.
Lancaster
 Lancaster Storage Co.
Philadelphia
 Commercial Warehousing Co.
 Melville Warehouse Co.
 Merchants Whse. Co.
 Pennsylvania Whsing. & Safe
 Deposit Co.
 Terminal Warehouse Co.
Pittsburgh
 Beacon Warehouse, Inc.
 White Terminal Co.
Scranton
 Quackenbush Warehouse Co.

RHODE ISLAND
Newport
 Manuel Brothers, Inc.

SOUTH CAROLINA
Charleston
 Berkeley Storage Co.
 Charleston Whse. & Fwdg. Corp.
Columbia
 Carolina Bonded Stge. Co.

TENNESSEE
Chattanooga
 Chattanooga Whse. & C.S. Co.
 Cherokee Whses., Inc.
Memphis
 Mayer Whse. & Term. Inc.
 Midwest Terminal Whse. Co.
 Poston Warehouses, Inc.
 Valden Warehouse
Nashville
 Bond, Chadwell Co.
 Central Van & Stge. Co.

TEXAS
El Paso
 El Paso Term. Whses., Inc.
 Western Warehouses
Fort Worth
 Binyon O'Keefe Stge. Co.
 United States Cold Stge. Corp.
Houston
 American Warehouses, Inc.
 Houston Central Whse. & C.S.
 Co.
 Houston Term. Whse. & C.S.
 Co.

Houston Warehouse Service,
 Inc.
 T.P.C. Stge. & Tfr. Co., Inc.
 Texas Service Whse. Co.
 Union Transfer & Stge. Co.
 Universal Term. Whse. Co.
 Wald Term. Whse. Co., Inc.

UTAH
Salt Lake City
 Noyce Transfer Co.
 Redman Van & Storage Co.

VIRGINIA
Norfolk
 Security Storage & Van Co.
 Southgate Storage Co., Inc.

WASHINGTON
Seattle
 Taylor-Edwards Whse. & Tfr.
 Co., Inc.
Spokane
 Riverside Whses., Inc.
 Taylor-Edwards Whse. & Tfr.
 Co., Inc.

WEST VIRGINIA
Charleston
 Guaranty Storage Co.
Huntington
 Service Warehouse Corp.

WISCONSIN
Eau Claire
 Superior Transit Stge. Corp.
Green Bay
 Leicht Tfr. & Stge. Co.
Madison
 Hansen Stge. of Madison, Inc.
Milwaukee
 American Warehouse Co.
 Hansen Storage Co.
 National Warehouse Corp.
 Terminal Storage Co.

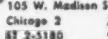
CANADA
Toronto, Ont.
 Howell Warehouses Ltd.
 Terminal Warehouses Ltd.
 Toronto Storage Co. Ltd.
Montreal, Que.
 St. Lawrence Warehouse, Inc.

BIRMINGHAM, ALA.

DOC'S Transfer & Warehouse, Inc.

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Affiliated WAREHOUSE COMPANIES



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 Chicago 2 New York 36
 MU 2-5180 MU 2-8927



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1880—Eighty Years of Service—1960

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 Pool Cars Handled

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STRICKLAND TRANSFER AND WAREHOUSE CO.

A Subsidiary Of

WADE WOOD COMPANY

112 South 14th St., Birmingham

General Merchandise Storage and Distribution
 Pool Car Service a Specialty—Motor Truck Service
 Centrally Located—Free Switching from All R.R.s



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Phone: Alpine 8-7511. TWX-PX 329. FAX-FOP.

B-Z-Bee Transp'n & Warehouse Co.

1146 North 19th Ave., Phoenix, Ariz.

Merchandise & Household Goods. Warehouse Capacity 20,000 sq. ft.
 —Palletized. Pool Car Distribution—Unloaded and Delivered Same Day. 16 car siding. Our own fleet of trucks (22 units).

Represented by A.W.I. Assets for United Van Lines



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Offering complete warehouse service
 for all types of general merchandise.

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- Pool Car Distribution
- Field Warehousing
- Free Switching
- Local Cartage Service
- Inside Truck Loading
- Private Sidings — 20 Car Capacity
- Consign shipments via S.F.E. — S.P.
- Storage and Nationwide moving of household goods.

Represented by

American Chain of Warehouses

Member American Warehousemen's Association

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Commercial
 Warehousing and
 Distribution

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 Since 1873
 WAREHOUSING CORP.
 Subsidiary of Bekins Van & Storage Co.
 1335 SO. FIGUEROA
 W. C. Elliott, Manager

LOS ANGELES, CAL.

CALIFORNIA WAREHOUSE COMPANY

A Complete Warehouse Service Since 1917

Pool Car Distribution

Rail—Truck—Steamship—Minimum P.U.C. rates—Routing all lines—

Reciprocal switching—Two deliveries daily—Cargo Insurance \$30,000

truckload. Write for rates and references.

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Member of A.W.I. Assets for United Van Lines

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Phone: Capital 1-3191 — Established 1931

CENTRAL TERMINAL WAREHOUSE CO.

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General Merchandise Storage

Sprinklered, Brick Warehouse—ADT

Daily local delivery—our own Trucks

LOS ANGELES, CAL.

Phone: MADison 9-2181

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MDSE. STORAGE-DISTRIBUTION-CARTAGE

Reinforced Concrete and brick bldgs.—150,500 sq. ft., Completely palletized. Priv. Siding SP-14 Car Cap.—12 truck dock.

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OVERLAND TERMINAL WAREHOUSE CO.

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Associated with

CROOKS TERMINAL WAREHOUSES INC., Chicago • Kansas City

Represented by W. D. CAVANAUGH ASSOCIATES, New York City

LOS ANGELES, CAL.

Member of A.W.A.

PACIFIC COAST TERMINAL WAREHOUSE COMPANY

4802 LOMA VISTA AVE.

LOS ANGELES 58

Telephone LUdlow 3-4183

Centrally Located

In the Heart of the Wholesale District

- ✓ MODERN FLEET OF DELIVERY TRUCKS
- ✓ PRIVATE SPUR TRACK—22 CAR SPOT
- ✓ AD.T.—FIRE & BURGLAR ALARM SYSTEM
- ✓ LOW INSURANCE RATES
- ✓ COMPLETELY MECHANIZED
- ✓ NATION WIDE TELETYPE SERVICE—L.A. 446

Office Space & Telephone Service

Represented by AFFILIATED WAREHOUSE COMPANIES
CHICAGO NEW YORK

LOS ANGELES, CAL.

ESTABLISHED 1918

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PACIFIC COMMERCIAL WAREHOUSE, INC.

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GENERAL MERCHANDISE STORAGE

POOL CAR DISTRIBUTION STORAGE IN TRANSIT
DAILY HARBOR, LOCAL AND STATEWIDE HAULING
EXPERIENCED, EFFICIENT, BONDED PERSONNEL
10 Car Siding on A.T.&S.F. Railway

Sprinklered—AD.T. Protected

LOS ANGELES, CAL.

Union Terminal Warehouse

Dependable Service

575,000 sq. ft. Storage Space

Storage and distribution of merchandise to points in Southern California, Arizona, and Nevada

General Merchandise Storage Central Location
U. S. Customs Bonded Class A Reinforced Concrete
Ware, #27 Buildings
Cooler Room Facilities Fully Sprinklered
Pool Car Distribution Low Insurance (ADT Service)
City Deliveries 24 Hour Switching Service

Served by Southern Pacific—
Pacific Electric Ry. Co.

737 Terminal Street

LOS ANGELES 21, CALIFORNIA

Telephone—MADison 7-9581
A. F. Mortenson, J. A. Williams, Vice President
President General Manager



LOS ANGELES, CAL.

1855 Industrial St., Los Angeles 21

Tel. MADISON 8-9141 Teletype LA 1642

Star Truck & Warehouse Co.

COMPLETE FACILITIES

EFFICIENT SERVICE

Sprinklered—AD.T.—Reinforced Concrete and Steel Bldg.

Storage Pool Car Distribution Common Carrier

256,000 Square Feet 120 Pieces Motor Equipment

Established 1882 Office Space and Telephone Service

Represented by Distribution Service—N.Y.—Chicago—S.F.

OAKLAND, CALIF.

SACRAMENTO, CALIF.

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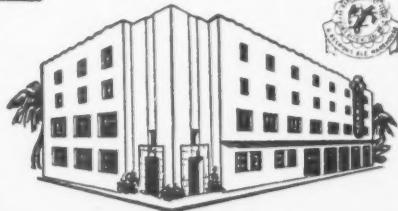
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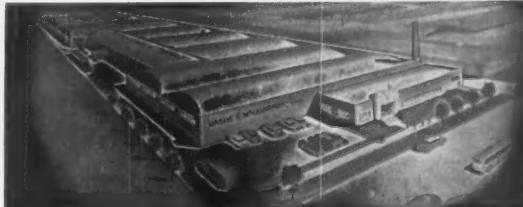
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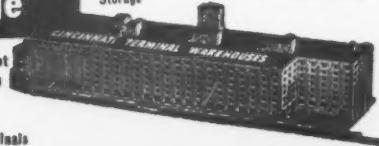
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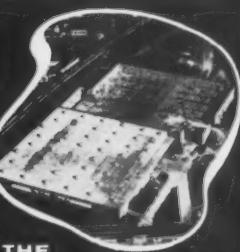
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Temperature . . .

(Continued from Page 39)

erated trucks which now carry frozen foods throughout the country. Some statistics provided by the USDA reveal some of the problems in this area of the distribution cycle. Of these 34,000 trucks, about 5000 can hold zero degrees; 15,000 hold up to 10 deg; 10,500 with an average up to 18 deg; and 3500 delivery trucks have temperature up to 25 deg or higher.

You can see from these figures that holding zero presents problems in the movement of goods by trucks.

It would be a very difficult task to have these trucks which do not hold zero reworked overnight so that they will maintain zero. But, besides the proposed uniform code and the emphasis on the maintenance of proper temperatures, something will have to be done. Better equipment and more refrigeration is needed.

There are some things which would help to improve present equipment without the expenditure of large sums of money.

For example, refrigerated trucks have drain holes which carry off liquid used to clean out the interior. In many instances, the plugs for the holes are lost, strayed, or stolen. When a truck is running along at 50 mph with an outside temperature of 70 deg, the inside temperature cannot help but be elevated.

Sloppy seals or poorly welded seams drive air into the truck body like a blast when the trucks are moving at high speeds.

Floor racks and side racks which allow circulation around the frozen food shipment are necessary if proper temperatures are to be maintained. The absence of racks will prevent circulation of air around the goods and elevated temperatures cannot help but result.

But transportation is not the end of the problem. When the products arrive at the store, another set of conditions are at hand. Here we are faced with both

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the problems of adequate backroom storage and proper temperatures in freezer display cabinets.

In a survey made by the Association of Food and Drug Officials, 6999 display cabinets were checked in 3063 stores in 34 states and the District of Columbia. This is an average of two-and-a-half cabinets per store. Some of the figures were quite revealing.

For example, about one-third of the stores had no backroom storage facilities; in the remaining two-thirds . . . only about half maintained temperatures from —5 to 0 deg; about 21 per cent had temperatures from 1 to 5 deg and the balance had 6 to 26 deg or higher.

In checking display cases, packages were above the frost line in 32 per cent of the stores checked. About two-thirds stored their frozen foods properly.

From the foregoing figures, I believe you can see the need for adequate backroom storage and for education on proper storage in display cabinets. •

(Resume Reading on Page 40)

and Firms are Arranged Alphabetically

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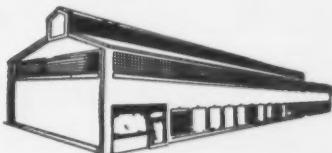
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N.Y.C. and C&O. Sidings—Reciprocal Switching

... Trailer Trends

(Continued from Page 53)

Other engine improvements come from GMC Truck and Coach Division. It has a new line of V-6 and V-12 gasoline engine vehicles. Engineering falls into a family-type of design which is particularly true of the GMC powerplants.

They are gasoline units employing new 60-deg V-6 and V-12 type engines. Throughout the series, the standard clutch is designed for all ordinary types of operation, but where requirements are extra-heavy, such as frequent stop-and-go operations, optional heavy-duty clutches of increased diameter are made available.

Clutch diameters for trucks used in city pickup and delivery start at 11 in. Transmissions have been reduced, fewer gear ratios are required, and hydramatic transmissions are available optionally. Four cab styles are offered: a 105-in. bumper-to-back-of-cab ver-

sion, one with 90-in. measurements, 72-in. tilt cabs, and 48-in. aluminum tilt cabs. Stripped of excess weight, the aluminum tilt cabs permit hauling of up to a ton more payload with no sacrifice in ruggedness.

Better maneuverability and weight distribution are hauling gains claimed for the new tilt-cab introduced by Chevrolet for 20 of

Transformer Move



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Also exhibiting new cab features plus additional diesel-powered models and gross weight ratings up to 53,000 lb are the new trucks made by Dodge. New cab-forward design gives improved engine accessibility. Front fenders and engine compartment sides are hinged at the radiator and swing forward 110 deg.

Alligator-type hood opens to a 90-deg position. The power plants offered in the new line include four diesels and 11 gasoline engines. ●

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and Firms are Arranged Alphabetically

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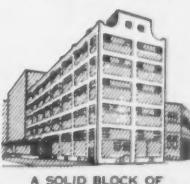
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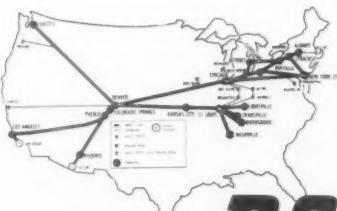
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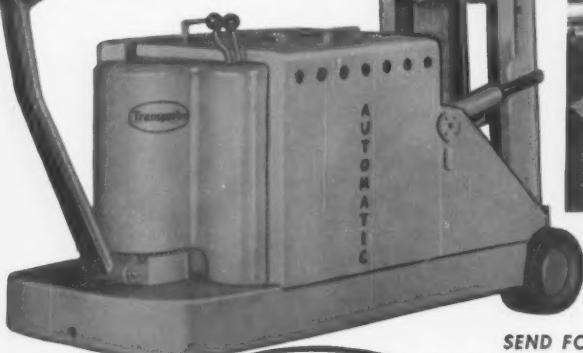
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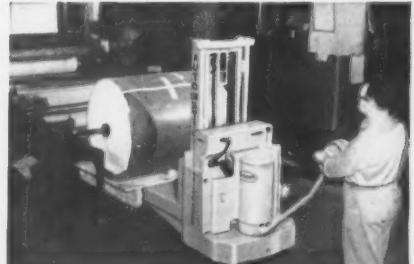
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